

29th ANNUAL LAMPLIGHTER AWARDS

AWARDS



www.NESHCo.org

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NESHCo

NEW ENGLAND SOCIETY FOR
HEALTHCARE COMMUNICATIONS

The Lamplighter Awards recognize
outstanding healthcare marketing and
public relations.

With more than 20 major categories and hundreds of entries each year, the Lamplighter Awards truly recognizes the best of the best. Those who earn an award, or the coveted Best in New England Lamp, can count themselves among the region's best public relations and marketing professionals.

PRODUCED IN-HOUSE VS. AGENCY PRODUCED

The major distinction between in-house and agency-produced entries is where the creative direction for an entry resides. When an advertising, design or PR agency is hired/directed by a client to create and produce a brochure, publication, ad or campaign, and the agency is responsible for the creative concept and execution, the entry is considered AGENCY-PRODUCED. If a hospital marketing or PR staff member or team conceptualizes a brochure, ad or campaign, creates its content and coordinates its production/execution (even if freelance copywriters, freelance graphic designers, printers and/or mailing houses are hired to execute portions of it), this type of entry is considered PRODUCED IN-HOUSE.

CATEGORIES**SINGLE ITEM & SERIES DIVISION** *NEW CATEGORY FOR 2019**ADVERTISING**

This category includes both paid and public service advertising.

ONLINE ADVERTISING

Submit screen shots as JPEGs or PDFs. Include analytics as appropriate.

OUTDOOR ADVERTISING

Submit color photographs as JPEGs or PDFs

PRINT

Includes single ads or series of ads in newspapers or magazines.

RADIO

Includes single spot or series. Spots may be 10, 20, 30 or 60 seconds in length.

TELEVISION

Includes single spot or series. Spots may be 30 or 60 seconds in length.

VIDEO**VIDEO: SINGLE - PATIENT***

Includes a single video of no more than 30 minutes in length. This category recognizes creativity in videography, content and effectiveness in videos that highlight patient engagement, service, satisfaction, commitment or advocacy efforts on behalf of their healthcare organization or health community.

VIDEO: SINGLE - PHYSICIAN*

Includes a single video of no more than 30 minutes in length. This category recognizes creativity in videography, content and effectiveness in videos that highlight physician engagement, leadership, service and commitment to their healthcare organizations, their patients and their communities.

VIDEO: SINGLE - OTHER

Includes a single video of no more than 30 minutes in length. This category recognizes creativity in videography, content and effectiveness in videos that highlight leadership, service and commitment to their healthcare organizations and their communities.

VIDEO: SHORT-FORMAT SERIES

Includes up to four (4) videos of two minutes or less each.

CRISIS COMMUNICATIONS

This category recognizes specific crisis situations and unplanned events resolved through the use of public relations techniques. Entrants should outline the challenge, internal or external target audiences involved, and evaluate the effectiveness of public relations strategy in resolving the problem. Examples include medical accidents, investigations, security failures, labor disputes, natural disasters and others.

MEDIA RELATIONS

This category looks specifically at the public relations professional's skill in proactively pitching a story to the media. Entrants should outline the objective of the pitch, describe how media targets were selected and cultivated and detail all obstacles overcome in the successful pitch. Show how the media story supports the strategic goals of the organization. Describe how you successfully worked with the journalist to secure the story(ies).

POTPOURRI

The potpourri category includes entries that do not qualify for any other category. Entries in this category may not be entered in any other category.

PUBLICATIONS**ANNUAL REPORT**

Formats vary. Examples include newspaper supplement, magazine, calendar, electronic annual report, etc.

BROCHURE

Includes online or print brochures.

DIRECT MAIL

This category includes any publication that targets a specific audience by mail for any purpose including fundraising. Entrants should provide detailed summary results of the direct mail campaign. Results will be paramount in judging.

EXTERNAL PERIODICALS

Issued at periodic intervals, distributed primarily outside the healthcare facility. Examples: Newsletters and magazines.

INTERNAL PERIODICALS

Issued at periodic intervals and distributed primarily within the healthcare facility. Examples: Newsletters and magazines.

SPECIAL PURPOSE

Includes patient handbooks, newspaper supplements (other than paid advertising), recruitment literature and one-time publications for a specific purpose other than annual reports.

BLOG/VLOG

A blog/vlog aimed at reaching your organization's patients, staff or community. Include examples of written posts and/or videos. Screen shots will be accepted. Live links should be included as well.

SOCIAL/NEW MEDIA

A single social media effort aimed at reaching your organization's patients, staff or community. Include examples of written posts and/or videos. Screen shots will be accepted. Live links should be included as well.

SPECIAL EVENTS

This category recognizes the tremendous team effort on the part of public relations, marketing, and other departments to stage a successful special event such as a groundbreaking ceremony, open house, health fair, fundraisers such as golf tournaments, annual meetings, and more. Entrants should outline the goals of the event and how they were executed, internal or external target audiences involved, and evaluate the effectiveness of the event in terms of meeting objectives.

SUCCESS ON A SHOESTRING

Projects of special merit with a significantly reduced, limited, or shoestring budget will be recognized in this category. Projects appropriate for this category are one-time or first-time initiatives or the continuation of ongoing programs with newly-reduced funding. If the latter, provide this year's and last year's budgets and samples from both years.

WEBSITES

WEBSITE

This category will NOT be divided by agency produced and produced in house. All entries will be split by budget only: budget under \$100,000 and over \$100,000.

This category recognizes websites that serve as an organization's primary online presence. Be sure to include the website address (URL).

Provide JPEG screen shots of your main page and/or PDF story boards of your website. All collateral materials must be uploaded.

MICRO-SITE

This category recognizes micro-sites created to support a specific initiative such as an event or ad campaign, for example. Be sure to include the website address (URL). Provide JPEG screen shots of your main page and/or PDF story boards of your website. All collateral materials must be uploaded. This category will NOT be divided by agency-produced and produced in-house, or by budget.

CAMPAIGN DIVISION *NEW CATEGORY FOR 2019**ADVERTISING****ADVERTISING CAMPAIGN – IMAGE/BRANDING**

Includes image/branding campaigns that utilize advertising and sales promotion in two or more media. Radio and television spots and other visual support should be submitted in URL section as a LIVE LINK to YouTube or your website.

ADVERTISING CAMPAIGN – SERVICE LINE

Includes service-line campaigns that utilize advertising and sales promotion in two or more media. Radio and television spots and other visual support should be submitted in URL section as a LIVE LINK to YouTube or your website.

ADVERTISING CAMPAIGN – NON SERVICE LINE*

The advertising campaign / non-service line category recognizes excellence in non-service line advertising, using two or more media, where the work submitted (by agency or organization) portrays innovation, creativity and high achievement in goal setting and measurement, concept, design and media mix choices. Examples may include internal culture campaign, patient safety campaign, employee giving, etc.

COMMUNITY RELATIONS EVENT/CAMPAIGN

This category reflects programs developed to reach out to communities in the organization's service territory. This includes programs that target specific audiences and demographics and were developed to build relationships and deliver health information to the community through school programs, senior programs, special events, etc.

Entries in this category may include joint efforts with other hospitals, healthcare providers and community organizations. Entrants should outline the efforts, the objectives, the role of public relations or marketing and the resulting benefits to the community.

CAUSE/SOCIAL MARKETING CAMPAIGN

This category reflects initiatives developed to increase awareness about a public health issue (e.g., domestic violence), influence legislation, public sentiment or rally support for a cause (advocacy). Entries in this category may include joint efforts with other hospitals, healthcare providers and community organizations.

HEALTH PROMOTION CAMPAIGN*

This award recognizes excellence in promotion of health by honoring campaigns designed to improve the health and wellness of their organization or community through activities, such as marketing, grassroots outreach & community engagement, health education, policy initiatives or public awareness campaigns around health and well-being. Examples may include breast cancer early detection, prostate screening, etc.

MARKETING CAMPAIGN – IMAGE/BRANDING

Includes total marketing efforts of a healthcare facility, satellite facility or major program

Must be described and demonstrated through research, program objectives, strategy to accomplish objectives, implementation, evaluation of the effectiveness of the marketing promotional tools used, and report on current status.

MARKETING CAMPAIGN – SERVICE LINE

Includes service-line marketing campaigns. Must be described and demonstrated through research, program objectives, strategy to accomplish objectives, implementation, evaluation of the effectiveness of the marketing promotional tools used, and report on current status. All collateral materials must be uploaded.

PROVIDER/EMPLOYEE RECRUITMENT, RETENTION & REFERRAL GENERATION CAMPAIGN

This category recognizes full campaigns that specifically target providers and/or employees to recruit them to work at an organization, improve relations with them to enhance retention, or generate leads from referring physicians. These campaigns can include creation of a newsletter and other publications, speaker's bureau, orientation sessions, physician referral service, websites, advertising, outreach programs and more. Entrants should outline the challenge and the effectiveness of public relations/marketing strategy.

PUBLIC RELATIONS CAMPAIGN

Initiative designed to solve a specific problem or to communicate with a specific audience, either internal or external, using multiple tools of communications. This category recognizes the individual practitioner's analytical and creative skills. This can include any program or special project in your organization which your department initiated to address a specific issue and/or audience.

SOCIAL MEDIA CAMPAIGN

Provide evidence of how your organization leveraged new or social media technologies/tools such as blogs, wikis, podcasts, pictures, video, vlogs, wall-postings, email, instant messaging, and RSS to communicate and strengthen relationships with target markets, including patients, staff, physicians, community, etc.

HYBRID DIVISION *NEW CATEGORY FOR 2019**CONTENT MARKETING***

This category recognizes excellence in creating meaningful content experiences and on-brand storytelling that engages new audiences, pursues new opportunities, and shares an organizational vision by distribution, design or editorial efforts.

ELECTRONIC MARKETING

This category recognizes use of electronic media - i.e., e-mail, e-newsletters and overall e-campaigns – for marketing/public relations purposes.

INTERNAL COMMUNICATIONS

Any communication designed to be sent to hospital staff including employee newsletters, medical staff newsletters, brochures, posters, DVDs, intranets, voice mail, and other pieces used for communicating with staff – whether a one-time event or campaign, or an ongoing series. All files should be uploaded as JPGs or PDFs.

CREATIVE (VISUAL) DESIGN, WRITING & PHOTOGRAPHY DIVISION**DESIGN****LOGO DESIGN**

Submit stat copies and examples of logo used on stationery or object for judging.

PRINTED PIECE DESIGN

May be banners, postcards, calendars or any printed piece including special publications such as special purpose, one-time publication or single issue of an ongoing publication.

PHOTOGRAPHY

Submit entry in the actual context it was used

For print media, submit photo, accompanied by evidence of use. Commissioned original material only, no syndicated or stock photos

EXCELLENCE IN WRITING**BLOG**

An original piece written or commissioned for a healthcare blog or for your own organization's blog. This category is not for blog design or campaigns. This is for writing only.

FEATURE ARTICLES

An original piece written or commissioned for a healthcare publication, professional journal, magazine or newspaper. Submissions must be substantially unedited or re-visioned. You must provide the publication in which it appeared, as well as the original manuscript, typed, double-spaced. Challenge statement should also include reasons for the article, research involved and any measurable reactions.

OTHER

Written pieces that do not fit into any of the above categories. Examples include white papers, communications to elected officials, case statements, Op-Ed pieces, brochures, etc.

THE CHALLENGE STATEMENT

TELLS THE STORY BEHIND THE ENTRY.

Situation Analysis

Describes the factors in the marketplace or organization that created the need for the publication/project/campaign, etc. Explaining the problem(s) and opportunity(s).

Statement of Objectives

Provides a specific, detailed explanation of the objectives that guided the development of the publication/project/campaign, etc.

Program Planning and Strategy

Discusses the techniques, methods, and approaches used to achieve the objectives and/or solve the problem. Includes explanation of strategic and tactical considerations.

Results Documentation

For entries in Single Item & Series, Campaign and Hybrid categories, provides both quantitative and qualitative documentation of the success of the project, such as inquiries, patient visits, sales generated, press clippings, or positive feedback that demonstrate that objectives were met. The results documentation must contain factual information and should confirm achievement of the set goals.

For entries in creative categories (Design/Visual, Photography and Excellence in Writing), provide qualitative documentation of the success of the project, including all the elements that went into the creative process was provided so that judges could evaluate the entry on how successfully it was executed. What was the original theme/idea? How does the creative work answer the problem/challenge that was set out to solved? How is the style of the creative work suited for the target audience? What is unique and memorable about the creative work? What visual and/or emotional experience were they striving to create?

We acknowledge that results in the Design and Excellence in Writing categories are often difficult to quantify, and these creative categories are evaluated on more qualitative criteria. Judges are advised to evaluate the worth of these entries based on their creative achievement and not solely on actual results/sales/volume increases.

Design category entries, for example, were judged on the visual craft that conveys brand or product/service line messages in a distinctive way, and the considered relevance to the audience and uniqueness.

In evaluating Excellence in Writing entries, judges were asked to consider the quality of the writing: is it coherent; did it hold their attention, did it have resonance that stays with them after reading it, and how well did it communicate a strategic message.

Entrants were encouraged to articulate all the elements that went into their creative process so that judges could evaluate the entry on how successfully it was executed.

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SERVICE LINE
NON-SERVICE LINE
IMAGE/BRANDING

AWARDS

10 THE OWEN J. MCNAMARA AWARD

10 BEST IN NEW ENGLAND

THE OWEN J. MCNAMARA AWARD



The McNamara Award is a “best-of-the-best” recognition for writing. The recipient is selected annually from the winners of the NESHCo Lamplighter Awards writing competitions.

The award is a tribute to the late Owen J. McNamara, a NESHCo member who, in his career as a newspaper reporter and editor, senior public affairs manager at Boston University’s medical center and author, set the standard for clear, concise yet elegant writing that recognized the audience and context. McNamara also served as a writing mentor to several generations of NESHCo members.



Jennifer Lonergan

Blog Post: Mental Health Tip – Less Screen Time, More Family Time

Signature Healthcare and Floating Hospital for Children with Jennings

&



Sarah Welch DeMayo

*Whittier Street Health Center
Annual Report FY2018*

**Whittier Street Health Center
with Vibrancy Communications**

BEST IN NEW ENGLAND



The Best in New England Award recognizes the outstanding achievement of a well-planned, exceptionally executed, total campaign.

The recipient is selected annually from the gold winners in the NESHCo Lamplighter Awards Total Campaign Division. All winners in this division are re-evaluated by additional judges who determine which campaign deserves the recognition as the Best in New England in the in-house and agency-produced categories.

MelroseWakefield Healthcare

*Launching a New Website
and a New Brand*

**MelroseWakefield Healthcare
with Healthgrades**



Providing Care for the Continuum of Needs

SINGLE ITEM & SERIES DIVISION

WEBSITES - Website: Less than \$100,000



Maine Woodworks Website

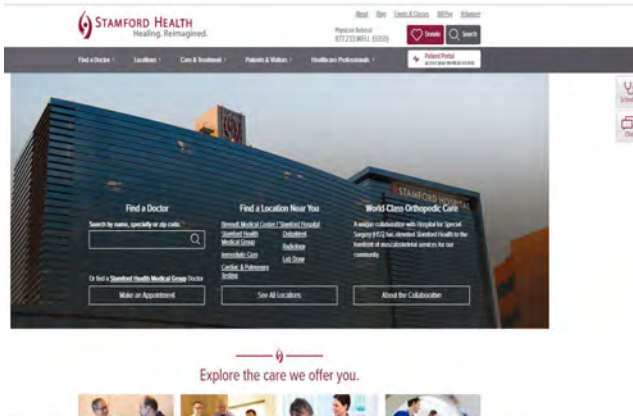
Maine Woodworks has a meaningful story to share. As a builder of handcrafted cottage furniture in the storied Maine tradition, employing an integrated workforce of people both with and without disabilities, our website showcases our social mission, our beautiful product, and aims to share our story with the world.



Trish Brown ► pbrown@creativeworksystems.org

Creative Works

WEBSITES - Website: Less than \$100,000



Stamford Health Redesign

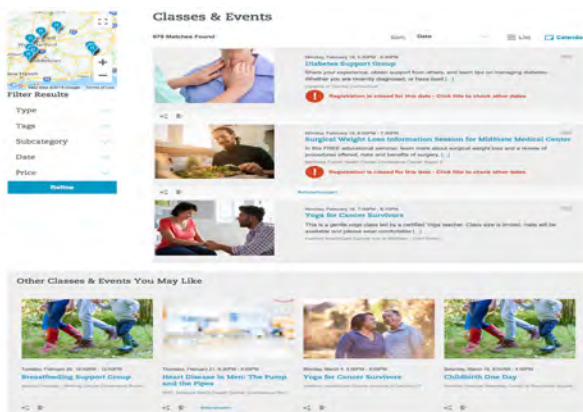
Stamford Health redesigned their website in April 2018 to address the evolution of our system representation. The new site streamlined the Medical Group and Hospital website for a more streamlined experience.



Christina DiBona ► cdibona@stamhealth.org

Stamford Health with Geonetric

WEBSITES - Website: Less than \$100,000



Hartford HealthCare Classes and Events Section

Community education classes are a vital marketing tactic for Hartford HealthCare. Creating an easy to use website for consumers is critical to our success. We doubled the amount of online class registrations by redesigning this system, and created a better experience for customers.



Daniel Small ► daniel.small@hhchealth.org

Hartford HealthCare with Julia Balfour LLC

WEBSITES - Website: \$100,000 or more



MelroseWakefield Healthcare: Launching a new website and a new brand

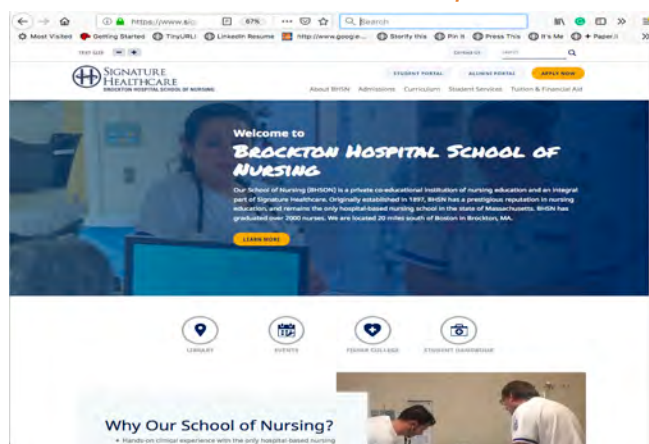


In May 2018, MelroseWakefield Healthcare, formerly Hallmark Health, launched a new website and brand. Our goal was to build a dynamic resource that had exceptional usability and an improved user experience. We also wanted to modernize our digital presence and showcase the outstanding services we provide to our communities.

Lauren Becker ► lbecker@melrosewakefield.org

MelroseWakefield Healthcare with Healthgrades

WEBSITES - Website: \$100,000 or more



Signature Healthcare Brockton Hospital School of Nursing Website

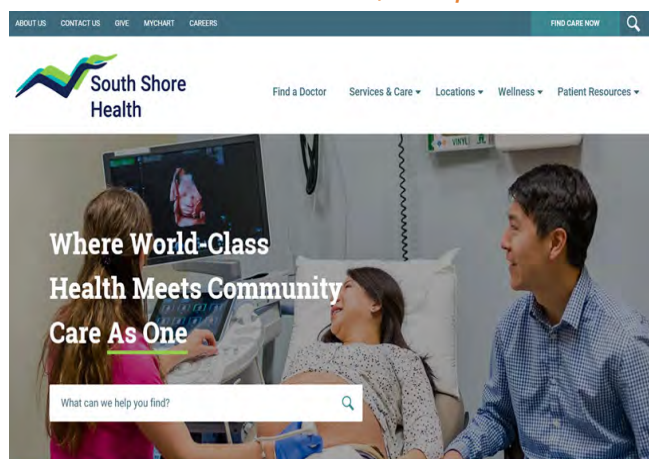


The website for Brockton Hospital School of Nursing was nine years old and was showing its age. The school needed a more user-friendly site and CMS that would improve the user experience for both prospective and current students. This was one element of a larger rebranding effort for the school.

Dan Dunlop ► ddunlop@jenningsco.com

Signature Healthcare with SilverTech

WEBSITES - Website: \$100,000 or more



South Shore Health's New Website

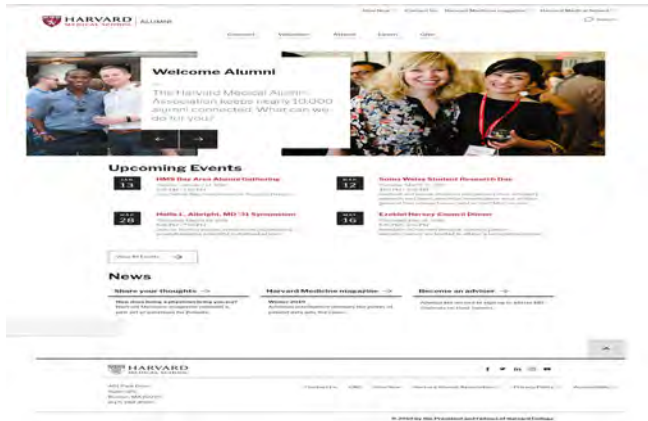


South Shore Health works As One to meet patient needs, but the community wasn't finding that seamless experience online, with the organization's five disparate websites. After more than a year of work, South Shore Health launched its modern and functional website to grow volume and show its breadth of services.

David Reilly ► dreilly2@southshorehealth.org

South Shore Health with Primacy

WEBSITES - Micro-Site



Harvard Medical School Alumni Micro-Site

In June 2018, HMS launched an innovative and user-centric micro-site for its alumni, featuring a content-first strategy, intuitive navigation, and a modern, responsive design. The goal was to streamline content and to establish clear paths for action, ultimately driving actions such as event registration, giving, voting, and survey participation.

Brandy Newlon ▶ brandy_newlon@hms.harvard.edu



Harvard Medical School with Boston Interactive

WEBSITES - Micro-Site



2019 Vitiv Health Micro-Site

As WCHN sought solutions to address significant access barriers to the new employee-centered wellness program, a fresh, user-friendly micro-site was launched to increase participation and accessibility for employees anywhere, anytime using any smart device. VitivHealth.org was the solution that bridged the communication gap - ensuring the workforce was well informed.

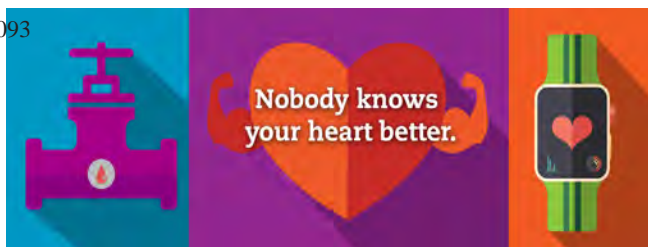
Scott Orstad ▶ scott.orstad@wchn.org



Western Connecticut Health Network with MedTouch

WEBSITES - Micro-Site

1093



Hartford HealthCare Electrophysiology Campaign Landing Page

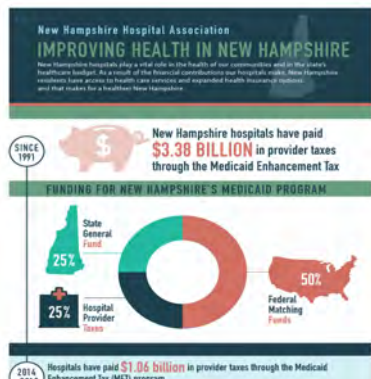
Electrophysiology can be intimidating and hard to grasp. So we created an accessible way in for consumers — and a way to connect to our impressive expertise and proof points. Our Abnormal Heart Rhythms landing page has been particularly effective at converting information seekers into customers.

Daniel Small ▶ daniel.small@hhchealth.org



Hartford HealthCare with Evariant

SUCCESS ON A SHOESTRING [Agency Produced]



NHHA Infographic Series

A leading voice in health care for our members and their patients, the NH Hospital Association felt the need to prioritize communications related to our advocacy agenda, and develop a communications program that gave members the ability to speak to health care issues with tools that were creative and engaging.

Dan Dunlop ► ddunlop@jenningsco.com

Jennings

SUCCESS ON A SHOESTRING [Produced In-House]



Lawrence General Nursing Recruitment Campaign

Facing significant nurse vacancy rates and tough employment competition from nearby Boston hospitals, Lawrence General launched a low cost campaign to attract the attention of experienced nurses, increase application rates, and fill vacant positions. Using the voices of their own nurses they struck the right tone.

Jill McDonald Halsey ► jill.mcdonaldhalsey@lawrencegeneral.org

Lawrence General Hospital

SUCCESS ON A SHOESTRING [Produced In-House]

Communicating "Think Possible":
Gaylord Specialty Healthcare Patient Stars in Adam Sandler Movie

When a double-amputee patient landed a leading role in an Adam Sandler movie, Gaylord Specialty Healthcare developed a campaign to show the public and major donors how Gaylord encourages people to "Think Possible". Without earmarked resources, the campaign was executed for the cost of peanuts (... plus popcorn and soda).

Kim Thompson ► kthompson@gaylord.org

Gaylord Specialty Healthcare

SUCCESS ON A SHOESTRING [Produced In-House]**Cape Cod Healthcare: Community Health Needs Assessment Survey**

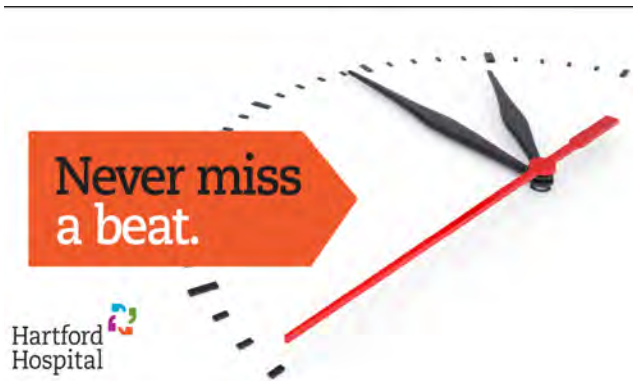
Cape Cod Healthcare is the community's safety net. When planning future health goals, it made sense to consult the community we serve. We engaged in an ambitious campaign to gather diverse opinions through the Community Health Needs Assessment Survey. Ingenuity and a personal touch made the survey a great success.

Patricia Pronovost ▶ papronovost@capecodhealth.org

Cape Cod Healthcare**SPECIAL EVENTS** [Agency Produced]**Norwalk Hospital's 125th Anniversary Celebration**

2018 marked Norwalk Hospital's 125th Anniversary, a chance to celebrate the hospital's rich history and bright future as we carry forth the vision of our early founders and supporters. Special events were planned throughout the year to make the most of this significant milestone.

Scott Orstad ▶ scott.orstad@wchn.org

Western Connecticut Health Network with Dakota Group**SPECIAL EVENTS** [Produced In-House]**BLACK & RED**

There are so many different fundraisers for hospitals in the state and region. Miracle Balls. Fundraising galas. How could we set the Hartford Hospital Black & Red Gala apart from the many, many other fundraising events?

Rebecca Stewart ▶ rebecca.stewart@hhchealth.org

Hartford HealthCare

SPECIAL EVENTS [Produced In-House]



Hartford HealthCare's State of the System 2019

Every year, nearly 500 top leaders (director-level and above) throughout Hartford HealthCare gather for the State of the System event. It's a day of networking, goal-setting, direction-taking and celebration. Helping leaders share the messages with their teams is the Marketing department's challenge. We used all our tools to do that.



Keith Fontaine ► keith.fontaine@hhchealth.org

Hartford HealthCare

SPECIAL EVENTS [Produced In-House]



Gaylord Gauntlet 5K Trail and Obstacle Run

The 2018 Gaylord Gauntlet 5k Trail and Obstacle Run was a successful fundraising event that sold out with 1,000 registered runners and raised \$100,000 for Gaylord Hospital Sports Association. The event garnered considerable national and local press that positively reflected Gaylord's exceptional outcomes for seriously injured and medically complex patients.



Kimberly Thompson ► kthompson@gaylord.org

Gaylord Specialty Healthcare

SOCIAL/NEW MEDIA [Agency Produced]

- ② Being active doesn't have to mean hours at the gym. Think of ways to incorporate a little more exercise into your everyday routines, like parking the car farther away at work or when running errands. Finding small ways to fit more activity into your daily life can make a difference. This week, try gathering some coworkers at lunch for a quick walk.



- ③ Too busy for healthy-habits? Finding time-saving tricks to help! Work full-time? New parent? You're probably feeling strapped for time, but try not to form unhealthy habits. See if you can find time to prepare meals and healthy snacks in advance, so you can grab one and go! When preparing food for yourself and your family, provide choices that offer sustainable energy, starting with a healthy breakfast! Healthy fats and nutrients are essential for you and your family.

CMC Primary Care Listicle

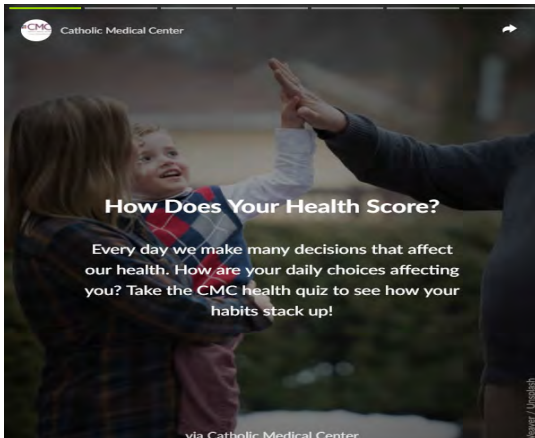
Working with CMC staff experts, EVR developed a "6 Steps for a Healthy Lifestyle" interactive graphic article (listicle) to run on Facebook as traditional newsfeed, messenger, and instant article ads. The listicle itself was designed to appeal to multiple target audiences with varied healthy living interests.



Mackenzie Fraser ► mackenzief@evradvertising.com

Catholic Medical Center with EVR Advertising

SOCIAL/NEW MEDIA [Agency Produced]



CMC Primary Care Quiz

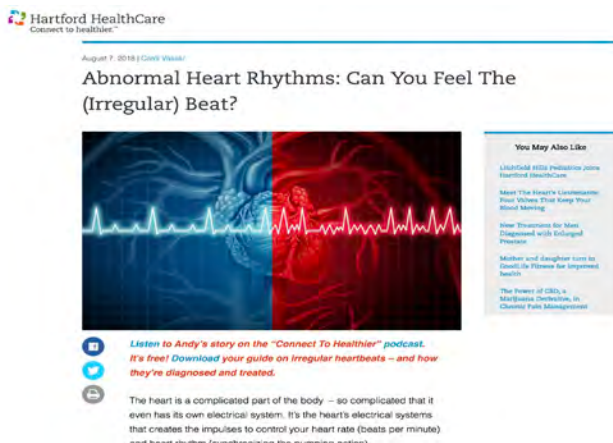
The "How Does Your Health Score?" quiz ran on Facebook as traditional newsfeed, messenger, and instant article ads. The quiz was designed with enticing imagery and easy-to-answer questions that ultimately assigned you a health score based on answers. The quiz was part of a comprehensive Primary Care Facebook campaign.



Mackenzie Fraser ► mackenzief@evradvertising.com

Catholic Medical Center with EVR Advertising

SOCIAL/NEW MEDIA [Produced In-House]



Hartford HealthCare In-Depth podcast series

Hartford HealthCare's In-Depth podcast series supports the organization's imperative to create downloadable, NPR-quality, easy-to-access, consumer-facing content that aligns with the marketing of Hartford HealthCare strategic service lines, including cancer, heart & vascular and behavioral health.



Shawn Mawhiney ► Shawn.Mawhiney@hhchealth.org

Hartford HealthCare

SOCIAL/NEW MEDIA [Produced In-House]



Cape Cod Healthcare: February Heart Month

What makes this social campaign effective is the variety of resources we bring to bear on February Heart Month awareness. With 28 original Cape Health News heart stories, a Facebook photo contest, Facebook Live events, original video, recipes, heart statistics and more, it represented wall-to-wall coverage of this important issue.



Patricia Pronovost ► papronovost@capecodhealth.org

Cape Cod Healthcare

SOCIAL/NEW MEDIA [Produced In-House]



South Shore Health's Lip Sync Challenge

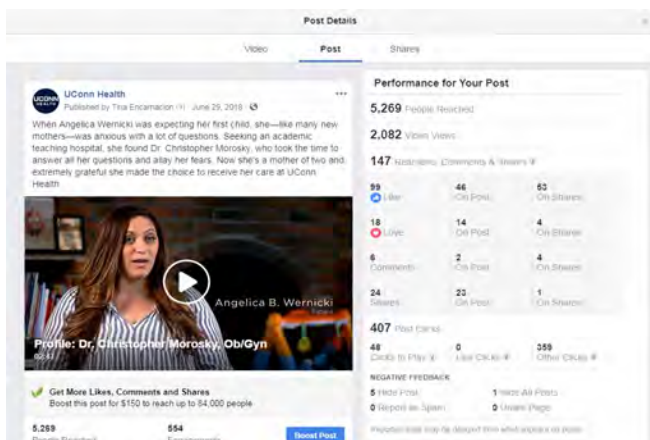
South Shore Health launched a viral, social media video with no budget by pulling off a Lip Sync Challenge. The video drove people to our social media channels, sometimes by over 1,000 percent from the previous month. The Lip Sync Challenge brought our team and community together.

David Reilly ▶ dreilly2@southshorehealth.org



South Shore Health

SOCIAL/NEW MEDIA [Produced In-House]



Single MD - Morosky

You know a doctor is special when after 15 years of practice he still loves getting up at 2 a.m. to deliver babies. Dr. Christopher Morosky, UConn medical school graduate and residency trained, is beloved and respected by his patients, students and colleagues – and ideal for a physician profile video.

Chris Hyers ▶ christopher.hyers@uconn.edu



UConn Health

SOCIAL/NEW MEDIA [Produced In-House]



#SimplyWellSummer

UMass Memorial Health Care uses our patient-focused blog, Simply Well, to educate and connect with patients. Each year the blog celebrates #SimplyWellSummer, a campaign to help encourage patients to get outside to celebrate, not only the beautiful weather, but their health.

Leighann Z Dreyer ▶ leighann.zagami@umassmemorial.org



UMass Memorial Health Care

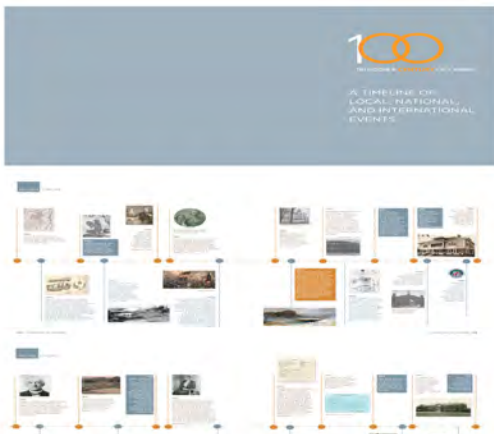
PUBLICATIONS - **Special Purpose** [Produced In-House]**Stand Up To Cancer book**

An original and completely personalized piece, this publication celebrates the 10th anniversary of Stand Up To Cancer (SU2C), a longtime partner of Dana-Farber Cancer Institute. The piece stewards SU2C with handwritten notes from Dana-Farber faculty and excerpts from Dana-Farber publications on the incredible cancer research made possible by SU2C.



Mary Kate Morrissey ► maryk_morrissey@dfci.harvard.edu

Dana-Farber Cancer Institute

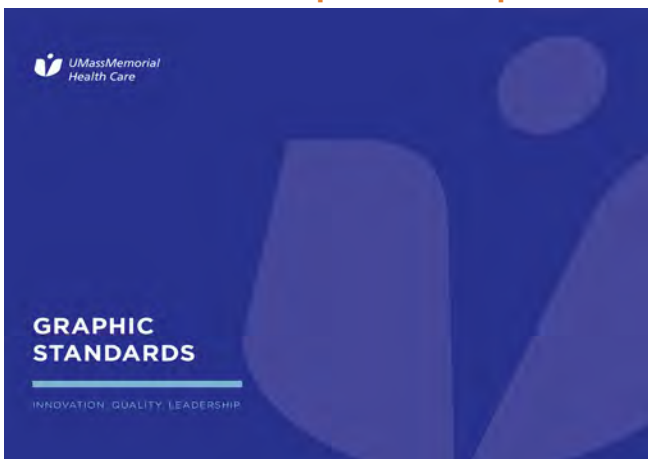
PUBLICATIONS - **Special Purpose** [Produced In-House]**A Century of Caring: From Hospital to Health System**

A 100th anniversary only comes around once a century. Southwestern Vermont Health Care (SVHC) marked the occasion and propelled both fundraising and employee engagement by producing a photo-driven historical coffee-table book showing the health system's 100-year history.



Ashley Brenon Jowett ► ashley.jowett@svhealthcare.org

Southwestern Vermont Health Care

PUBLICATIONS - **Special Purpose** [Produced In-House]**UMass Memorial Graphic Standards**

With 12,000 employees and several dozen locations we needed to help the organization preserve a unified identity. Creating a useful resource that could be used internally, but also serve as a guide for freelancers and vendors was developed containing logo usage, brand colors and graphic elements that create our "look."



Leighann Dreyer ► leighann.zagami@umassmemorial.org

UMass Memorial Health Care

PUBLICATIONS - Internal Periodicals [Agency Produced]



Berkshire Healthcare Systems: InfoSource

"Nursing homes are where you go to die." At least that's the public perception. Berkshire Healthcare committed to change that, by presenting an active, vibrant image of its skilled nursing facilities in its redesigned quarterly newsletter. The results? Increased awareness, pride, and participation, an enhanced public perception - and more smiles.

Stephanie Kessler ▶ sk@triadadvertising.com



Berkshire Healthcare Systems with Triad Advertising

PUBLICATIONS - Internal Periodicals [Produced In-House]



Lowell General Hospital's Heartbeat

Packed with important information, color photos, leadership messages and event announcements, Heartbeat has become an invaluable resource to help our employees feel engaged and connected.

Sara Comeau ▶ sara.comeau@lowellgeneral.org



Lowell General Hospital

PUBLICATIONS - Internal Periodicals [Produced In-House]



HospiTell

HospiTell, the Hartford HealthCare East Region newsletter, is printed and also electronically distributed to more than 3,000 staff members of Backus and Windham hospitals. The bi-weekly publication is designed to inform readers about local and system initiatives, recognize staff members and increase staff engagement.

Steve Coates ▶ steve.coates@hhchealth.org



Hartford HealthCare

PUBLICATIONS - Internal Periodicals [Produced In-House]



Hartford HealthCare Behavioral Health Network

Connect to healthier.™

BHNews

BHNews is bi-weekly publication that updates more than 2,000 employees of the Hartford HealthCare Behavioral Health Network about organizational news and updates.



Amanda Nappi ▶ Amanda.Nappi@hhchealth.org

Hartford HealthCare Behavioral Health Network

PUBLICATIONS - External Periodicals [Agency Produced]

**My Health Today**

My Health Today is the lead consumer-facing content program that shares health and wellness tips, great patient stories focusing on key hospital service lines, and keeps the community abreast of exciting changes at LGH. Outpatient visits, service line volume and web traffic increase after the newsletters hit mailboxes.



Paula Rosenberg Frey ▶ pfrey@glcdelivers.com

Lawrence General Hospital with GLC-a marketing communications agency

PUBLICATIONS - External Periodicals [Produced In-House]

**For Your Health**

Packed with local testimonials, news, medical experts, great photography and dozens of health and wellness programs, Lowell General Hospital's 16-page color magazine For Your Health has become a go-to resource for the communities we serve.



Will Courtney ▶ william.courtney@lowellgeneral.org

Lowell General Hospital

PUBLICATIONS - External Periodicals [Produced In-House]



UConn Health Journal

UConn Health Journal is a 16-page magazine produced in print three times per year by the Office of University Communications at the University of Connecticut and distributed to more than 8,000 practitioners. It illuminates UConn Health's scientific discoveries and demonstrate how they translate to value for health professionals and patients.

Chris Hyers ► christopher.hyers@uconn.edu



UConn Health

PUBLICATIONS - External Periodicals [Produced In-House]



The Journal, a Publication of Cape Cod Health News

An intelligent audience deserves sophisticated content. Savvy and inquisitive, our audience has shown a demand for high-quality information. To meet this need, and demonstrate the expertise of Cape Cod Healthcare providers, we publish The Journal, an in-depth look at the most important and pressing health issues facing Cape Cod.

Patricia Pronovost ► papronovost@capecodhealthcare.org



Cape Cod Healthcare

PUBLICATIONS - Direct Mail [Agency Produced]



Find Relief From Structural Heart Disease

This direct marketing campaign promoting advanced cardiac procedures brought in over \$350K in payments and 46 new patients in less than one year. It consisted of direct mail and email to older adults and taught us to trust our instincts, be agile, and don't discount digital with older adults.

Scott Orstad ► scott.orstad@wchn.org



Western Connecticut Health Network with Lionshare

PUBLICATIONS - **Direct Mail** [Agency Produced]**Express Care Direct Mail**

Rather than provide the traditional messaging for a walk-in clinic of what we treat, our team decided to craft a message that would resonate in a thoughtful, creative, and memorable way. "Walk Like a Penguin" was our Winter 2017 direct mail piece to our Westerly Express Care market.

Eric Dickervitz ► edickervitz@southcountyhealth.org



South County Health with Walsh & Associates

PUBLICATIONS - **Direct Mail** [Agency Produced]**CMC Primary Care Direct Mailer**

The CMC Primary Care direct mail piece was delivered to 78,448 non-patient households within a 10-mile radius of the hospital's main campus. Additionally, digital banner ads were targeted to IP addresses in households also receiving the printed piece. Over a two-month timeframe, CMC garnered 617 new patients from the mailer.

Mackenzie Fraser ► mackenzief@evradvertising.com



Catholic Medical Center with EVR Advertising

PUBLICATIONS - **Direct Mail** [Produced In-House]**ER Direct Mail**

After 30 plus years in the same facility, the UConn John Dempsey Hospital Emergency Room had become a forgotten option for local patients, until the marketing team got to work leveraging a new facility and some catchy headlines.

Chris Hyers ► christopher.hyers@uconn.edu



UConn Health

PUBLICATIONS - Direct Mail [Produced In-House]



Jimmy Fund Walk Direct Mail Campaign

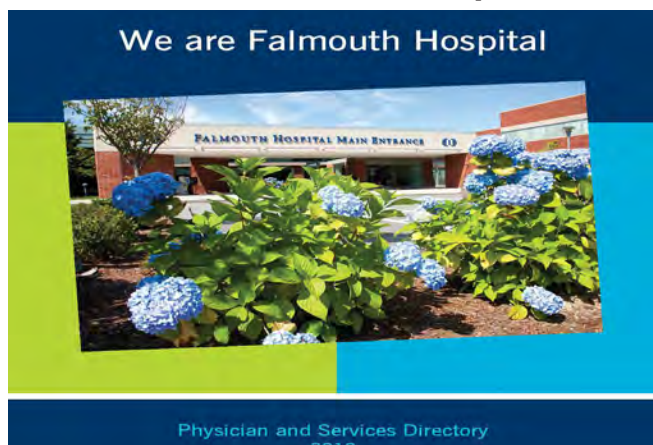
The Boston Marathon® Jimmy Fund Walk's 2018 direct mail campaign used bright colors, engaging photography, and personalized messaging to recruit past participants to register for the annual event. The two-drop campaign began with a more extensive trifold piece and then followed with a reminder postcard for recipients.

Mary Kate Morrissey ► maryk_morrissey@dfci.harvard.edu



Dana-Farber Cancer Institute

PUBLICATIONS - Brochure [Produced In-House]



Falmouth Hospital Directory - Cape Cod Healthcare

In creating a lasting document for our community, we decided it should have personal appeal – so we featured our people. At Falmouth Hospital, everyone, from housekeeping to expert specialists, is personally dedicated to you. We paired useful information with appealing ads focused on the “we” in “We are Falmouth Hospital.”

Patricia Pronovost ► papronovost@capecodhealth.org



Cape Cod Healthcare

PUBLICATIONS - Brochure [Produced In-House]



ServiceNet 2018 Guide to Services

This “map” style brochure contains descriptions of the agency's diverse service lines, annual financial info and stats from the previous year, and an area map and index of our programs, listed by county and town. It provides an all-in-one overview of who we are and what we do.

Amy Timmins ► atimmins@servicenet.org



ServiceNet, Inc.

PUBLICATIONS - **Brochure** [Produced In-House]**2019 Connecticut Hospitals Today**

2019 Connecticut Hospitals Today is designed as an educational tool for state legislators and other constituents that addresses key challenges facing Connecticut's hospitals and health systems, highlights the contributions of hospitals and health systems to the state's quality of life and economy, and summarizes the complex issue of hospital finance.



Fiona Phelan ► phelan@chime.org

Connecticut Hospital Association

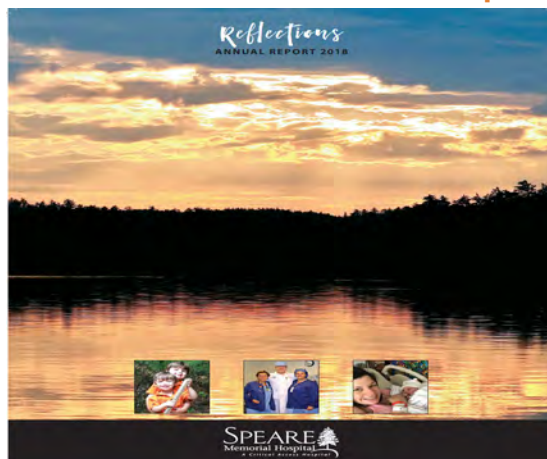
PUBLICATIONS - **Annual Report** [Agency Produced]**Hospital Digital Experience Index**

The Hospital Digital Experience Index is a method for baselining the digital experience on hospital websites. It combines publicly observable use data and expert testing to spotlight emerging best practices, providing healthcare leaders with an objective, informed view they can use to improve the ways they engage their audiences.



Julie Donovan ► jdonovan@connectivedx.com

Mayo Clinic, Cleveland Clinic, Johns Hopkins Hospital, Massachusetts General Hospital, UCSF Medical Center, University of Michigan Hospitals, UCLA Medical Center, New York-Presbyterian Hospital, Stanford Health Care-Stanford Hospital, University of Pennsylvania-Penn Presbyterian, Cedars-Sinai Medical Center, Barnes-Jewish Hospital, Northwestern Memorial Hospital, UPMC Presbyterian, University of Colorado Hospital with Connective DX

PUBLICATIONS - **Annual Report** [Produced In-House]**Reflections**

Transforming a ho-hum annual report bloated with numbers, charts, lists, and long, rambling stories in teeny tiny font, the 1.5-member marketing department at 25-bed Speare Memorial Hospital in central New Hampshire earned praise throughout the community and with its stakeholders with compelling images by employees and engaging stories from patients.



Kate Tarbox ► ktarbox@spearehospital.com

Speare Memorial Hospital

PUBLICATIONS - **Annual Report** [Produced In-House]**FY 2018 Mystic Valley Elder Services Annual Report: The Power of One**

Previous versions of Mystic Valley Elder Services' annual report didn't reflect the agency's mission and was expensive to produce. In 2018, an annual report was developed that communicated the mission both visually and in print. It included photos of clients and donors, compelling program overviews, and a comprehensive, cost-effective redesign.



Shawn Middleton ► smiddleton@mves.org

Mystic Valley Elder Services

PUBLICATIONS - **Annual Report** [Produced In-House]**May Institute 2017 Annual Report**

For its Annual Report, the Communications/ PR team wanted to reflect the clinical strength of the organization, and at the same time highlight a key differentiating factor – that we provided a broad array of services to meet the needs of individuals of all ages and in all stages of life.



Eileen Pollack ► epollack@mayinstitute.org

May Institute

POTPOURRI [Agency Produced]

**NMC's Mobility Photo Contest**

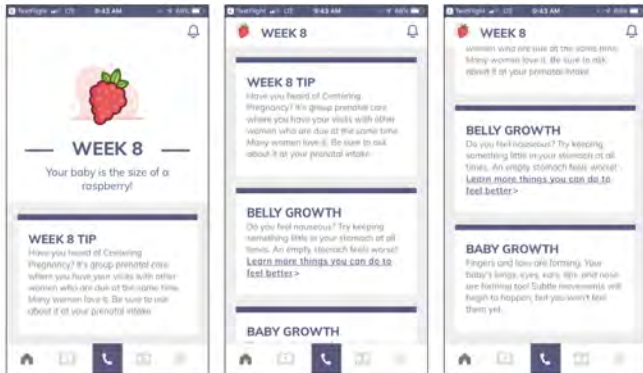
NMC used a photo contest to engage the community on the concept of "mobility," drawing attention to a change in name, structure and location for the hospital's orthopedic and physical therapy practices. The social media driven contest used crowd-sourced judging to highlight a new brand in a unique way.



Kate Laddison ► kladdison@nmcinc.org

Northwestern Medical Center with Tenth Crow Creative

POTPOURRI [Agency Produced]



Hey Mama Mobile App

BMC's Hey Mama mobile app will give patients access to the most important information available for pregnant women and new parents. Moms-to-be have many questions and with Hey Mama they can learn about how their baby is growing and how to take care of themselves during pregnancy.



Rochelle Reid ► rochelle.reid@bmc.org

Boston Medical Center with Fast Forward & Small Army

POTPOURRI [Agency Produced]



HealthVoyager

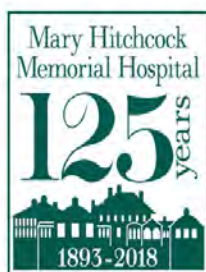
HealthVoyager™ is a pioneering medical education and patient experience platform that uses Virtual Reality (VR) technology to bring patients' individual medical conditions and findings to life through customized 3D tours inside their bodies.



Theodora Ferrant ► tferrant@click.com

Boston Children's Hospital with Klick Health

POTPOURRI [Produced In-House]



125th Anniversary of Mary Hitchcock Memorial Hospital

With the theme "Honoring our Past; Embracing our Future," Dartmouth-Hitchcock (D-H) celebrated 125 years of caring for our community in 2018 with the historic anniversary of the day Mary Hitchcock Memorial Hospital (MHMH) – the original community hospital that now is part of D-H – opened on May 3, 1893.



Lisa Olney ► lisa.l.olney@hitchcock.org

Dartmouth-Hitchcock

POTPOURRI [Produced In-House]



Hartford HealthCare In-Depth podcast: Electricians for the Heart



The heart is a complicated part of the body, complete with its own electrical system. When the system short circuits, it can cause multiple health problems. Patient Andrew Pinkes and Hartford HealthCare experts are the focus of this Hartford HealthCare podcast, which explains the options for treating heart rhythm abnormalities.

Shawn Mawhiney ▶ Shawn.Mawhiney@hhchealth.org

Hartford HealthCare

POTPOURRI [Produced In-House]



Harvard Medical School Holiday Greetings Campaign



As a touch point for alumni, major donors, volunteers, and social media followers, we illustrated and animated a holiday greeting depicting a snowy scene in front of Harvard Medical School's most iconic building for use on print greeting cards, e-cards, and social media.

Kathryn Maus ▶ kathryn_maus@hms.harvard.edu

Harvard Medical School

POTPOURRI [Produced In-House]



Rushford Homeless Outreach: "Help for the Homeless"



A Hartford HealthCare communications specialist is embedded with Rushford's Homeless Outreach team to show the deep correlation between homelessness and mental health and substance abuse disorders, and to showcase the amazing staff that does the work. The result: a multi-media package shared across many platforms internally and externally.

Steve Coates ▶ steve.coates@hhchealth.org

Hartford HealthCare

MEDIA RELATIONS [Agency Produced]


Commonwealth Care Alliance feature story in Politico Magazine: Should Medicare pay for toothpaste and shoes?


Solomon McCown sought national coverage to support Commonwealth Care Alliance's (CCA) efforts to secure funds to expand their successful pilot program serving "dual eligible." We worked with Rochelle Sharpe, a Boston-based Pulitzer Prize-winning freelance writer for Politico Magazine, to feature CCA's innovation in serving individuals with complex health issues.

Sheridan Wachtel ► swachtel@solomonmccown.com

Commonwealth Care Alliance with Solomon McCown & Company

MEDIA RELATIONS [Agency Produced]


Commonwealth Care Alliance "Bringing Care Home" in The Boston Globe


Solomon McCown worked with Boston Globe healthcare reporter Priyanka Dayal McCluskey to feature Commonwealth Care Alliance's innovative Mobile Integrated Health (MIH) pilot. We used the Massachusetts FY19 budget vote, which approved MIH funding, as a catalyst to secure the article which ran on the Globe's front page, above the fold.

Sheridan Wachtel ► swachtel@solomonmccown.com

Commonwealth Care Alliance with Solomon McCown & Company

MEDIA RELATIONS [Agency Produced]


Healthy From Day One


To better serve lower income communities and improve the lives of children, city and state leaders gathered to launch a new wellness program "Healthy From Day One" for the city of New Haven in April 2018. To kick start the launch, Mason recommended holding a press conference at City Hall.

Jordana George ► jgeorge@mason23.com

Healthy From Day One with Mason, Inc

MEDIA RELATIONS [Produced In-House]



People Magazine: Woman Paralyzed After Falling Off Balcony During Vacation: 'I'm Happier Than I've Ever Been'



Paralyzed in 2016 from a three-story fall, Gaylord Specialty Healthcare patient Jillian Harpin was chosen as the featured adaptive athlete of the 2018 Gaylord Gauntlet 5k Trail and Obstacle Run fundraiser. The Gaylord team used an unconventional pitch to land a People Magazine feature article showcasing her "Think Possible" spirit.

Kim Thompson ▶ kthompson@gaylord.org

Gaylord Specialty Healthcare

MEDIA RELATIONS [Produced In-House]



Communicating "Think Possible": Tyler's Story



A young father paralyzed after a tragic fall hiked without assistance to the top of Connecticut's highest mountain only 11 months after his accident. Gaylord PR shared Tyler Fielstra's inspiring story while simultaneously highlighting its spinal cord injury expertise, commitment to high-tech innovations and his care team's "Think Possible" spirit.

Kim Thompson ▶ kthompson@gaylord.org

Gaylord Specialty Healthcare

MEDIA RELATIONS [Produced In-House]



Robotic Surgery Program



How do you make a two-decade-old technology look new, fresh and innovative? We paired two young surgeons with an eager technology reporter and an award-winning photojournalist and let them explore and challenge themselves and each other to produce an engaging and interactive multimedia experience.

Rob Brogna ▶ rbrogna@melrosewakefield.org

MelroseWakefield Healthcare

CRISIS COMMUNICATIONS [Produced In-House]



Merrimack Valley Gas Explosions

When multiple homes and businesses in three Merrimack Valley communities began exploding and catching fire, emergency response organizations, including Lawrence General Hospital prepared for the worst. Over the next several hours and days these communities became the focus of media attention from around the world.

Jill McDonald Halsey ▶
jill.mcdonaldhalsey@lawrencegeneral.org



Lawrence General Hospital

CRISIS COMMUNICATIONS [Produced In-House]



Communicating Facts to Avoid a Crisis

When nurses filed for a union vote at a small community hospital, Northwestern Medical Center crafted a proactive, positive, fact-based communications campaign to help every nurse understand the realities of unionization and collective bargaining. After the 4-week campaign, NMC's nurses voted 101-57 to reject forming a union.

Jonathan Billings ▶ jbillings@nmcinc.org



Northwestern Medical Center

CRISIS COMMUNICATIONS [Produced In-House]



IV Fluid Bag/Opioids Shortage

What does a hospital do when it's faced with the threat of having only a one-day supply of saline when the need is an estimated 1,000 bags every day? Massachusetts General Hospital tackled two national crises – the IV fluid bag and opioid shortages – through commitment, collaboration and communication.

Colleen Delaney ▶ cdelaney5@partners.org



Massachusetts General Hospital

BLOG/VLOG [Agency Produced]



Live Well Lamoille Blog

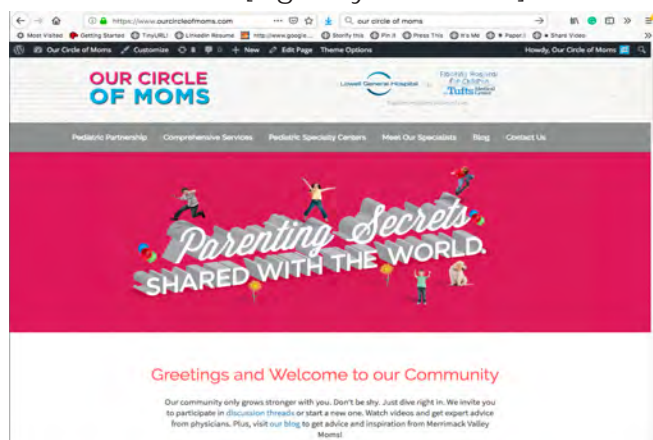
Copley Hospital recognizes that in order to address population health, it will need to unite community and public health organizations in a shared effort. To that end, Copley launched a collaborative blog, bringing together community partners. "Live Well Lamoille" encourages residents of Lamoille County, Vermont to make healthy choices.

Kate Gillmer ► kgillmer@jenningsco.com



Copley Hospital with Jennings

BLOG/VLOG [Agency Produced]



Our Circle of Moms Blog Redesign

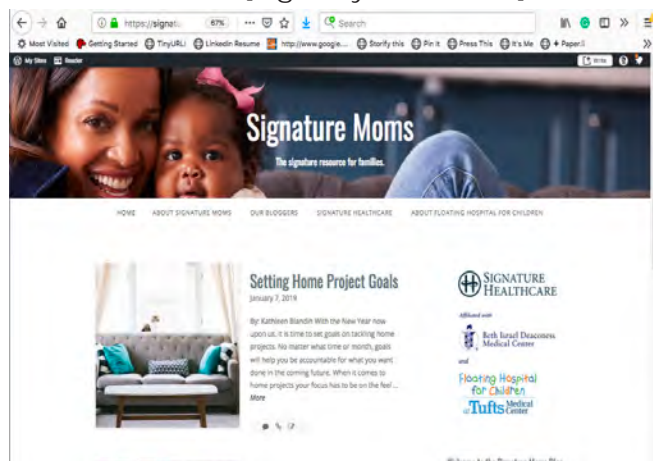
This blog was developed to promote the pediatric affiliation between Lowell General Hospital and Floating Hospital for Children. They face significant challenges from other providers, including Boston Children's, one of the leading pediatric hospitals in the nation. The blog was part of a content marketing strategy designed to engage area moms.

Dan Dunlop ► ddunlop@jenningsco.com



Lowell General Hospital with Jennings

BLOG/VLOG [Agency Produced]



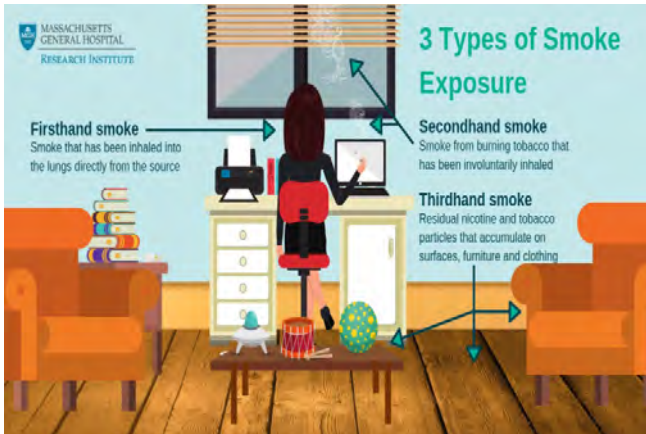
Signature Moms Blog

In 2011, Signature Healthcare and Floating Hospital for Children launched their mommy blog. The blog is written by eight area moms who contribute posts on a monthly basis. The objective of the blog is to connect Signature Healthcare and its pediatric partner with moms in southeastern Massachusetts.

Dan Dunlop ► ddunlop@jenningsco.com



Signature Healthcare with Jennings

BLOG/VLOG [Produced In-House]**The Mass General Research Institute Blog**

The Mass General Research Institute Blog was created to provide an engaging, flexible and highly accessible way to share stories from our research community, raise the public profile of our talented scientists and highlight their role in improving patient care at Massachusetts General Hospital.

Brian Burns ► bburns4@partners.org



Massachusetts General Hospital

BLOG/VLOG [Produced In-House]**Vitamin D Myths 'D'-bunked**

It's true that your body needs vitamin D. Too much or too little, however, can cause health problems. If you're confused about where to get vitamin D—from supplements, food, or the sun, here are the need-to-know facts from leading experts in skin and bone health.

Joe Piccirillo ► joe.piccirillo@yale.edu



Yale Medicine

BLOG/VLOG [Produced In-House]**Racing to Treat an Aortic Aneurysm**

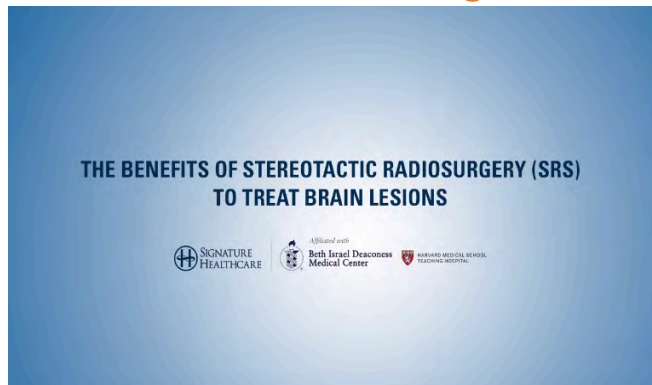
John Eleftheriades, MD, a heart surgeon and world expert on aortic aneurysm, was always interested in cars. When he treated Robert Palmer, a mechanic and race car driver, it provided us with an opportunity to draw in readers by highlighting a unique doctor/patient relationship while educating them about aortic aneurysm.

Joe Piccirillo ► joe.piccirillo@yale.edu



Yale Medicine

ADVERTISING - Video: Single Video - PHYSICIAN [Agency Produced]

**Dr. Chaudhary: The Benefits of Stereotactic Radiosurgery**

This is one of several videos produced as part of Signature Healthcare's thought leadership content marketing initiative supporting its oncology service line. In all, we produced 15 videos with physicians addressing specific procedures within their specialty or subspecialty.



Dan Dunlop ► ddunlop@jenningsco.com

Signature Healthcare *with* Jennings

ADVERTISING - Video: Single Video - PHYSICIAN [Agency Produced]

**Dr. Schaeffer Introductory Video**

This video featuring Dr. Natalie Schaeffer of Signature Healthcare, is one of a series of videos that are part of Signature's comprehensive physician marketing program. The program is designed to retain physicians currently employed by Signature, grow their patient panels, and attract new physicians to the team.



Dan Dunlop ► ddunlop@jenningsco.com

Signature Healthcare *with* Jennings

ADVERTISING - Video: Single Video - PHYSICIAN [Agency Produced]

**Dr. Fukudome Introduction Video**

This video, featuring Dr. Eugene Fukudome of Signature Healthcare, is one of a series of videos that are part of Signature's thought leadership content marketing program developed to build the stature of key service lines. In this case, Dr. Fukudome's video supports the marketing of the new Greene Cancer Center.



Dan Dunlop ► ddunlop@jenningsco.com

Signature Healthcare *with* Jennings

ADVERTISING - Video: Single Video - PHYSICIAN [Produced In-House]**A Revolutionary Way to Defeat a Silent Cardiac Killer**

Aortic aneurysm is known as “the silent killer” with good reason. For most people, the first symptom is death. The possibility of rupture was real for race car driver Robert Palmer, who had to hand the wheel over to John Elefteriades, MD. This video tells Robert's story.



Joe Piccirillo ► joe.piccirillo@yale.edu

Yale Medicine

ADVERTISING - Video: Single Video - PHYSICIAN [Produced In-House]**Weight-loss Surgery That Reclaims Lives**

Bariatric Surgery has proven to be medicine's best and most underused “tool” to combat obesity, and other comorbidities, yet it enjoys less of a presence in consumers' minds than diet, exercise, or weight loss supplements. By connecting curious, eligible patients with every phase of the journey—the program becomes accessible.



David Reilly ► dreilly2@southshorehealth.org

South Shore Health

ADVERTISING - Video: Single Video - PATIENT [Agency Produced]

Vascular Surgery Experience: Jeanne Lowd

747 views

2 0 SHARE

Jeanne Lowd Story - Vascular Surgery Patient

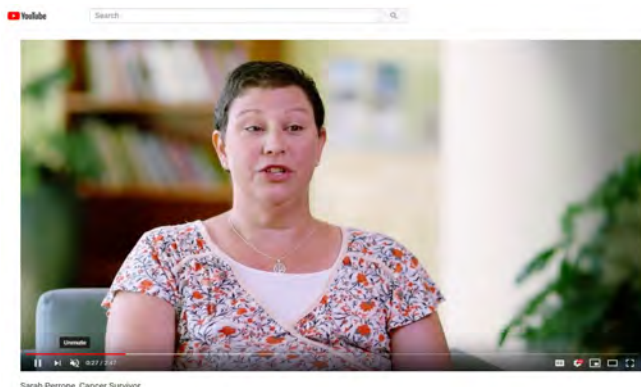
With an aging population and above average rate of diabetes in the region, Lawrence General projects a 14% increase in the incidence of heart and vascular disease in their area over the next 7 years. They have developed the Heart and Vascular Center to be the go-to resource for patients.



Dan Dunlop ► ddunlop@jenningsco.com

Lawrence General Hospital with Jennings

ADVERTISING - Video: Single Video - PATIENT [Agency Produced]



Sarah Perrone, Breast Cancer Survivor

Sarah Perrone delivered her two children at South County Hospital, but little did she know that their Cancer Center would later save her life. This piece documents how SCH has been there for Sarah and her family in good and bad times.



Eric Dickervitz ► edickervitz@southcountyhealth.org

South County Health with Digital Video Consulting

ADVERTISING - Video: Single Video - PATIENT [Agency Produced]



Stamford Health NICU Patient Story

Stamford Hospital Foundation hosts an annual fundraising gala, Dream Ball. This is the premier fundraising event for Stamford Health. In 2018, we featured a NICU patient-story to help fundraising for the Pediatric Department. The results were staggering!



Christina Di Bona ► cdibona@stamhealth.org

Stamford Health with Beard and Bowler

ADVERTISING - Video: Single Video - PATIENT [Produced In-House]



Vinny and Mikayla Fischer's Special Reunion

A major component of South Shore Health's positioning includes educating our region that we offer comprehensive critical care, and as such, we provide the safety net our community needs, without having to travel to Boston. We produced a video on Vinny and Mikayla Fischer's remarkable journey to tell this story.



David Reilly ► dreilly2@southshorehealth.org

South Shore Health

ADVERTISING - Video: Single Video - PATIENT [Produced In-House]

VIAP Video - Eki's Story

This patient story video is about trauma, persistence, the importance of the patient's relationships he's built with his new employers and his support team at BMC. This story of BMC's VIAP program translated into a story for all audiences, VIAP continues to expand its reach helping victims of community violence.



Rochelle Reid ► rochelle.reid@bmc.org

Boston Medical Center

ADVERTISING - Video: Single Video - PATIENT [Produced In-House]

Photopheresis: A Cancer Treatment That Goes Beyond Skin Deep

Photopheresis is a blood-filtering treatment for cutaneous T-cell lymphoma that may be used for graft-versus-host disease and solid organ transplant rejection. This video charts the evolution of this ground-breaking treatment, including stories of people whose lives have been transformed by it.



Joe Piccirillo ► joe.piccirillo@yale.edu

Yale Medicine

ADVERTISING - Video: Single Video - PATIENT [Produced In-House]

Leigh Pechillo: Saving a Mother's Life

This tells the remarkable story of Leigh Pechillo, a young mother who had everything to live for when she almost lost it all. In this video, she has the unique chance to meet the LIFE STAR helicopter team that was there that fateful day.



Rebecca Stewart ► rebecca.stewart@hhchealth.org

Hartford HealthCare

ADVERTISING - Video: Single Video - OTHER [Agency Produced]



Norwalk Hospital's 125th Anniversary Video

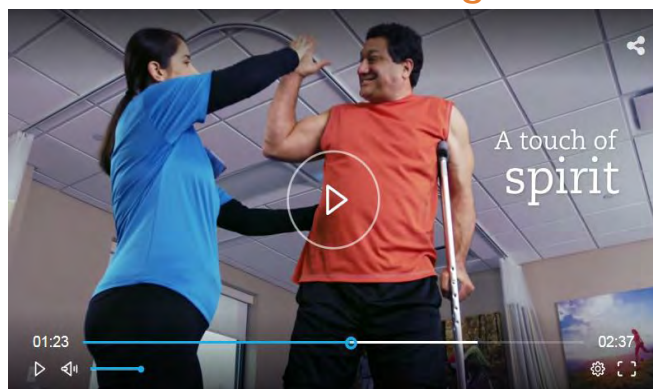
2018 marked Norwalk Hospital's 125th Anniversary, a chance to celebrate the hospital's rich history & bright future as we carry forth the vision of our early founders and supporters. With a very clear vision in mind, we partnered with Onward Publishing to bring our story to life through a commemorative video.



Scott Orstad ► scott.orstad@wchn.org

Western Connecticut Health Network with Onward Publishing

ADVERTISING - Video: Single Video - OTHER [Agency Produced]



Hartford HealthCare -- Every Moment Matters video

Employee engagement is the key ingredient to meet Hartford HealthCare's goal of being no. 1 in patient experience in the Northeast by 2023. This internal video, Every Moment Matters, catapults us toward this lofty aspiration.



Shawn Mawhiney ► shawn.mawhiney@hhchealth.org

Hartford HealthCare with Adam's & Knight

ADVERTISING - Video: Single Video - OTHER [Agency Produced]



SVHC Centennial Gala Video

This video was produced for Southwestern Vermont Health Care's 100th Anniversary Gala fundraiser. It prominently features patients and physicians in a manner that is highly consistent with SVHC's ongoing marketing program. Our goal was to engage the donors attending the gala and evoke pride in the hospital they support.



Dan Dunlop ► ddunlop@jenningsco.com

Southwestern Vermont Health Care with Jennings

ADVERTISING - Video: Single Video - OTHER [Produced In-House]



Cape Cod Health News TV show: VNA Hospice

The concept was to create a 30-minute program featuring the quality, seamless hospice care at VNA Hospice. What makes this television show effective is the authenticity of the message, featuring our physicians, our staff, our patients' families – educating viewers of the hospice services available to them, here, close to home.

Patricia Pronovost ▶ papronovost@capecodhealth.org

Cape Cod Healthcare

ADVERTISING - Video: Single Video - OTHER [Produced In-House]



Cape Cod Health News TV show: February Heart Month

This television show features the expertise and advanced technology provided by the Heart and Vascular Institute. What makes this television show effective is the authenticity of the message, featuring our physicians, our staff, our patients – educating viewers of the heart and vascular services available to them, here, close to home.

Patricia Pronovost ▶ papronovost@capecodhealth.org

Cape Cod Healthcare

ADVERTISING - Video: Single Video - OTHER [Produced In-House]



Six Steps To Sun Safety

With the summer approaching, Dana-Farber set out to remind everyone how simple it can be to avoid overexposure to the sun's damaging effects, while still enjoying themselves outdoors. Using a "claymation" style of animation, we created a video with a fun approach that let us educate viewers without lecturing them.

Aaron Lazauski ▶ aarond_lazauski@dfci.harvard.edu

Dana-Farber Cancer Institute

ADVERTISING - Video: Short Format Series [Agency Produced]**Provider Recruitment Videos**

In 2018 Cooley Dickinson produced a series of videos to support a major provider recruitment campaign, in collaboration with our marketing agency and video production company. The videos featured testimonials by current providers whose love of their jobs and the local community are offered as positive, personal recruitment messages.



Tom Sturm ► tsturm@cooleydickinson.org

Cooley Dickinson Health Care with Communicators Group

ADVERTISING - Video: Short Format Series [Agency Produced]**Hartford HealthCare Social Media Video Series**

A series of short, consumer-friendly, informative and evergreen social media videos designed to support larger strategic marketing objectives for Hartford HealthCare, including orthopedics, neuroscience, cancer, heart & vascular, behavioral health, men's health and weight loss.



Dan Dunlop ► ddunlop@jenningsco.com

Hartford HealthCare with Quast Media

ADVERTISING - Video: Short Format Series [Agency Produced]**Oncology Video Series – Signature Healthcare**

These videos were produced as part of Signature Healthcare's thought leadership content marketing initiative supporting its oncology service line. In all, we produced 15 oncology videos with physicians addressing specific procedures within their specialty or subspecialty.



Shawn Mawhiney ► Shawn.Mawhiney@hhchealth.org

Signature Healthcare with Jennings

ADVERTISING - Video: Short Format Series [Agency Produced]

Catholic Medical Center (:30 Cardiac Spot) (TV)

CMC YouTube Video Campaign

EVR created two :30 digital spots, one highlighting CMC's role in the community, focusing on Veterans outreach, Substance Abuse and Recovery and families in housing transition, and the second on Cardiac care, as the flagship element of the CMC brand which embodies a powerful range of ideas and emotions.



Mackenzie Fraser ► mackenzief@evradvertising.com

Catholic Medical Center with EVR Advertising

ADVERTISING - Video: Short Format Series [Agency Produced]**Orthopedics Video Series - Signature Healthcare**

These videos produced are part of Signature Healthcare's thought leadership content marketing initiative supporting its orthopedics, vascular and oncology service lines. In all, we produced 15 videos with orthopedic surgeons addressing specific procedures and therapies within their specialty or subspecialty.



Dan Dunlop ► ddunlop@jenningsco.com

Signature Healthcare with Jennings

ADVERTISING - Video: Short Format Series [Agency Produced]**Alosa Health Video Series**

These videos are part of more than 70 videos produced as components of Alosa Health's content marketing program. The videos feature members of Alosa's leadership team including top physicians from Harvard School of Medicine. The videos are designed to address the questions of potential clients while enriching Alosa's website's.



Dan Dunlop ► ddunlop@jenningsco.com

Alosa Health with Jennings

ADVERTISING - Video: Short Format Series [Produced In-House]



Advances in Health

Advances in Health is a newer segment that highlights strategic topics in a really simple format, with a clear goal: to educate the public and a targeted community about the expertise you will only find at Hartford HealthCare. This runs in a region that doesn't know Hartford HealthCare as well.



Rebecca Stewart ► rebecca.stewart@hhchealth.org

Hartford HealthCare

ADVERTISING - Video: Short Format Series [Produced In-House]



Intranet Infomercial

With an intranet that was built in the early 2000s, the Boston Medical Center community couldn't have been more ready to welcome a new platform. As part of the intranet launch, the Communications team took a creative and humorous approach, using a mock infomercial to introduce the new, improved intranet.



Rochelle Reid ► rochelle.reid@bmc.org

Boston Medical Center

ADVERTISING - Video: Short Format Series [Produced In-House]



Connect to Healthier Segments

'Connect to Healthier' is a segment that highlights strategic topics in a patient-centered video format. It has a clear goal: to educate the public about the expertise you will only find at Hartford HealthCare. This year it moved to a new time period during the very popular Today Show.



Rebecca Stewart ► rebecca.stewart@hhchealth.org

Hartford HealthCare

ADVERTISING - Television [Agency Produced]**Lawrence General Today Campaign TV Spot**

This brand image TV spot was developed to support Lawrence General Hospital's broader "Today" advertising campaign. In 2018, the campaign focused on promoting bariatrics, joint replacement, spine services and vascular surgery while continuing to improve perceptions of the Lawrence General brand. Obviously, this TV spot was just one component.



Dan Dunlop ► ddunlop@jenningsco.com

Lawrence General Hospital with Jennings

ADVERTISING - Television [Agency Produced]**Orthopedics TV Spot - Signature Healthcare**

There are many options for orthopedic surgery in southeastern Massachusetts: Good Samaritan, in Brockton, MA; South Shore Hospital in South Weymouth, MA; and the many academic medical centers throughout Boston. We seek to reverse the flow of patients to Boston and have consumers choose Signature Healthcare for their orthopedic needs.



Dan Dunlop ► ddunlop@jenningsco.com

Signature Healthcare with Jennings

ADVERTISING - Television [Agency Produced]

Rochester Regional Health - Next is Now (60 Superbowl Spot) (TV)

Rochester Regional Health - Next Is Now TV Spots

The Rochester Regional Health series of TV commercials aimed to capture the essence of the Next is Now brand platform. The commercials were considered out-of-the-box for healthcare and were something Rochester Regional Health's audience had never seen before. Commercials ran during the Superowl and Olympics.



Mackenzie Fraser ► mackenzief@evradvertising.com

Rochester Regional Health with EVR Advertising

ADVERTISING - **Television** [Produced In-House]**Your Next Beautiful Home: The Orchards at Southington**

This TV spot highlights life at The Orchards, an assisted living community, with focus on a vibrant, engaged resident.



Helayne Lightstone ▶ helayne.lightstone@hhchealth.org

Hartford HealthCare

ADVERTISING - **Television** [Produced In-House]**EMS Week TV Spot**

This spot celebrates and recognizes the lifesaving work and immeasurable contribution of Emergency Medical Service workers during EMS week.



Helayne Lightstone ▶ helayne.lightstone@hhchealth.org

Hartford HealthCare

ADVERTISING - **Radio** [Agency Produced]

**Norwalk
Hospital**

With
 **MSK Physicians**

MSK Physicians at Norwalk Hospital Launch Campaign

Norwalk Hospital launched a cancer care collaboration with Memorial Sloan Kettering Cancer Center – one of the leading cancer hospitals in the nation. The collaboration, called MSK Physicians at Norwalk Hospital, integrates MSK medical and radiation oncologists and care practices with the existing cancer program.



Scott Orstad ▶ scott.orstad@wchn.org

Western Connecticut Health Network *with* Twist Marketing

ADVERTISING - **Radio** [Agency Produced]

CONTINUITY. COMPASSION. CARE.



Cape Cod Healthcare VNA Hospice

Cape Cod Healthcare VNA Hospice provides a seamless transition into the next level of compassionate care. Keep your doctor and expand your support and comfort with the highest-rated hospice staff on Cape Cod. Cape Cod Healthcare VNA Hospice provides unparalleled services through our RNs, Physical Therapists, nursing assistants and pharmacists – all backed by the full resources of Cape Cod Healthcare.

Learn more about Cape Cod Healthcare VNA Hospice by calling **508-957-7710** or by visiting www.capecodhealth.org/vna-hospice

Cape Cod Healthcare VNA Hospice

The VNA of Cape Cod Hospice is an extension of the high-quality care available at Cape Cod Healthcare. What makes this radio series effective is the scripting drawn from the true stories of our physicians, staff and patients' families – educating listeners about exceptional hospice care available, here, close to home.



Patricia Pronovost ► papronovost@capecodhealth.org

Cape Cod Healthcare *with* Pierce-Cote

ADVERTISING - **Radio** [Produced In-House]

You're not the only one with a drinking problem.

Behavioral Health Network MATCH radio

Alcoholism and drug abuse have a detrimental impact on family members and loved ones. This campaign reminds people of the effects of substance abuse on our children, in the hopes that this will motivate them to seek treatment.



Helayne Lightstone ► helayne.lightstone@hhchealth.org

Hartford HealthCare

ADVERTISING - **Print** [Agency Produced]


Norwalk Hospital

With



MSK Physicians

MSK Physicians at Norwalk Hospital Launch Campaign

Norwalk Hospital launched a cancer care collaboration with Memorial Sloan Kettering Cancer Center – one of the leading cancer hospitals in the nation. The collaboration, called MSK Physicians at Norwalk Hospital, integrates MSK medical and radiation oncologists and care practices with the existing cancer program.



Scott Orstad ► scott.orstad@wchn.org

Western Connecticut Health Network *with* Twist Marketing

ADVERTISING - **Print** [Agency Produced]

Vascular Print Ads

With an aging population and above average rate of diabetes in the region, Lawrence General projects a 14% increase in the incidence of heart and vascular disease in their area over the next 7 years. They have developed the Heart and Vascular Center to be the go-to resource for patients.



Dan Dunlop ► ddunlop@jenningsco.com

Lawrence General Hospital with Jennings

ADVERTISING - **Print** [Agency Produced]

Cancer Print Ads - Signature Healthcare

In 2017, Signature Healthcare opened its new Greene Cancer Center in affiliation with Beth Israel Deaconess Medical Center. Our assignment in 2018 was to promote this new cancer center and Signature's cancer services with a compelling ad campaign. We needed to increase referrals from local physicians and grow patient volume.



Dan Dunlop ► ddunlop@jenningsco.com

Signature Healthcare with Jennings

ADVERTISING - **Print** [Produced In-House]

Real Care for Real Men--Tallwood Men's Health

These print ads were designed to let men know that there was a new facility, dedicated specifically to the health of men, that offered high levels of expertise, coupled with convenience.



Helayne Lightstone ► helayne.lightstone@hhchealth.org

Hartford HealthCare

ADVERTISING - Print [Produced In-House]

Cape Cod Healthcare
Written by Kelly Ahern (7) · 2 mins ·

Falmouth Hospital has the experts who are dedicated to you. Every person – from highly trained physicians to RNs to support staff – give you the exceptional, personalized care you deserve using the most advanced technology every day, right in our community. Exceptional care is what we do. Learn more about Falmouth Hospital, here: www.capecodhealth.org/we-are-fh
#WeAreFalmouthHospital



Cape Cod Healthcare

We Are Falmouth Hospital - Cape Cod Healthcare

The personalized attention at Falmouth Hospital is apparent from the minute you arrive. Everyone, from housekeeping to expert specialists to administrative staff, is dedicated to you. Our print campaign was front and center in the hometown media and it focused on these people – the “we” in “We are Falmouth Hospital.”



Patricia Pronovost ▶ papronovost@capecodhealth.org

ADVERTISING - Print [Produced In-House]



VNA & Hospice of the Southwest Region

VNA Outpatient Therapy

In a highly competitive outpatient therapy environment, the VNA & Hospice of the Southwest Region needed to establish itself as a key player in the market. Our competitive advantage was a large, well-appointed treatment area with one-on-one private treatment and a seamless transition from home rehab to the outpatient setting.



Bernadette C. Robin ▶ bernadette.robin@vnahtsr.org

ADVERTISING - Outdoor Advertising [Agency Produced]



Vascular Service Line Transit Advertising

With an aging population and above average rate of diabetes in the region, Lawrence General projects a 14% increase in the incidence of heart and vascular disease in their area over the next 7 years. They have developed the Heart and Vascular Center to be the go-to resource for patients.



Dan Dunlop ▶ ddunlop@jenningsco.com

Lawrence General Hospital with Jennings

ADVERTISING - Outdoor Advertising [Agency Produced]



Norwalk
Hospital



With

MSK Physicians

MSK Physicians at Norwalk Hospital Launch Campaign

Norwalk Hospital launched a cancer care collaboration with Memorial Sloan Kettering Cancer Center – one of the leading cancer hospitals in the nation. The collaboration, called MSK Physicians at Norwalk Hospital, integrates MSK medical and radiation oncologists and care practices with the existing cancer program.



Scott Orstad ► scott.orstad@wchn.org

Western Connecticut Health Network with Twist Marketing

ADVERTISING - Online Advertising [Agency Produced]



Vermont Taste shared an event.
Sponsored · 3

Vermont Taste at Flannel at Topnotch Resort. Dinner with Owen Roe Winemaker David O'Reilly, May 24.



THU, MAY 24, 2018

An Evening with Owen Roe Winemaker David O'Reilly

47 people interested · 3 people going

★ Interested

Taste of Vermont Facebook Campaign

Copley Hospital's Charitable Care Program offers discounted or free care for those in need of essential healthcare services and are uninsured, underinsured, or otherwise unable to pay their medical bills. In 2018, Copley launched "Vermont Taste", a community-based fundraiser that encouraged people to support local businesses and their community hospital.



Kate Gillmer ► kgillmer@jenningsco.com

Copley Hospital with Jennings

ADVERTISING - Online Advertising [Agency Produced]



BARIATRICS CAMPAIGN — PRINT ADS



Lawrence General Bariatrics Digital Campaign

Lawrence General brought in two new surgeons in 2017, in part replacing a surgeon who left the program. In 2018, there was a significant opportunity to grow awareness of the Lawrence General Weight Management and Bariatric Center while growing patient volume.



Dan Dunlop ► ddunlop@jenningsco.com

Lawrence General Hospital with Jennings

ADVERTISING - Online Advertising [Agency Produced]



300 X 600

Orthopedics Digital Marketing - Signature Healthcare

Signature Healthcare's Orthopedics Campaign featured everyday people who want to get back to their active lifestyle and live pain-free. The digital campaign included the following tactics: Display/Mobile ads (Contextual Targeting, Site Targeting, Persona, and Geo Fencing), Private Marketplace ads on selected sites like Healthline.com, WebMD.com, and Search Engine Marketing.



Dan Dunlop ► ddunlop@jenningsco.com

Signature Healthcare with Jennings

ADVERTISING - Online Advertising [Produced In-House]



Hartford Hospital Advanced GI

These Facebook ads were designed to make people aware of advanced treatments for acid reflux and swallowing difficulties at Hartford Hospital, and surprised us with their level of response and engagement.



Helayne Lightstone ► helayne.lightstone@hhchealth.org

Hartford HealthCare

HYBRID DIVISION

INTERNAL COMMUNICATIONS [Agency Produced]



Berkshire Healthcare Systems: InfoSource

"Nursing homes are where you go to die." At least that's the public perception. Berkshire Healthcare committed to change that, by presenting an active, vibrant image of its skilled nursing facilities in its redesigned quarterly newsletter. The results? Increased awareness, pride, and participation, an enhanced public perception - and more smiles.



Stephanie Kessler ► sk@triadadvertising.com

Berkshire Healthcare Systems with Triad Advertising

INTERNAL COMMUNICATIONS [Agency Produced]



Patient Safety Internal Video

In a safety assessment, employees of Signature Healthcare were asked about the priorities of the hospital's leadership. Surprisingly, patient safety was low on the list of their responses. This was a jolting revelation. This entry represents one element of phase three of the campaign to create a culture of safety.



Dan Dunlop ► ddunlop@jenningsco.com

Signature Healthcare with Jennings

INTERNAL COMMUNICATIONS [Produced In-House]



D-H Proud

Dartmouth-Hitchcock's (D-H) "D-H Proud: It Starts With Me" employee recognition series illuminates the dedication, compassion and commitment of D-H employees by highlighting the pride they feel in caring for patients, families and colleagues.



Lisa Olney ► lisa.l.olney@hitchcock.org

Dartmouth-Hitchcock

INTERNAL COMMUNICATIONS [Produced In-House]



CAPE COD HEALTHCARE
Information Technology Services



Cape Cod Healthcare Information Technology Services

Information Technology is everywhere, all the time. ITS affects every employee in every corner of our organization, 24 hours a day, seven days a week. Our goal was to create streamlined, effective ways for IT to communicate with all users, improving technological awareness and ability across Cape Cod Healthcare.



Patricia Pronovost ► papronovost@capecodhealth.org

Cape Cod Healthcare

INTERNAL COMMUNICATIONS [Produced In-House]



FOUNDED BY BRIGHAM AND WOMEN'S HOSPITAL
AND MASSACHUSETTS GENERAL HOSPITAL

Employee Health Plan Changes 2019

In early 2018, Partners HealthCare made the decision that it would shift the administration of its 2019 employee health plans from Blue Cross Blue Shield to AllWays Health Partners. A comprehensive change and communication plan was necessary to prepare and reassure Partners' 75,000 employees.



Maureen Larkin ► molarkin@partners.org

Partners HealthCare

ELECTRONIC MARKETING [Agency Produced]



Hartford Hospital: Promoting education through targeted campaigns

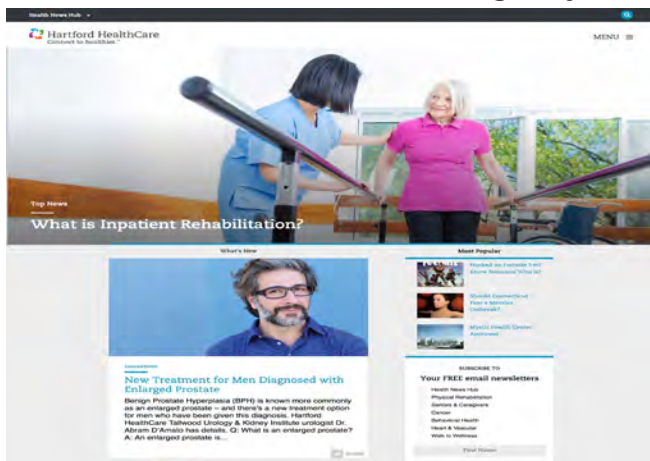
The Women's Health Services team at Hartford Hospital has determined that email is the optimal channel for promoting their Parent Education Classes. By sending weekly education emails, combined with single-focus campaigns, they effectively guide new and expectant parents to the classes and support groups that will best meet their needs.



Louise Honor ► louise.honor@ubicare.com

Hartford Hospital with UbiCare

ELECTRONIC MARKETING [Agency Produced]



Health News Hub

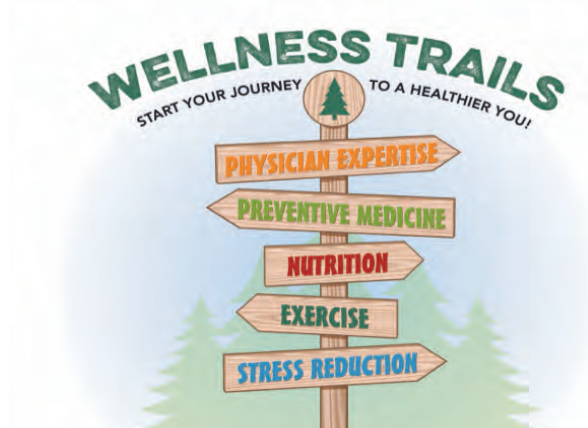
Hartford HealthCare's Health News Hub is a content management system that provides a consumer-friendly health news website for social media and email marketing efforts, as well as a centralized news publishing tool for our Intranet and numerous public websites.



Daniel Small ► daniel.small@hhchealth.org

Hartford HealthCare with Julia Balfour LLC

ELECTRONIC MARKETING [Produced In-House]



Cape Cod Healthcare - Emerald Physicians: Electronic Marketing

Real-time patient communication via electronic marketing has been consistently successful for Emerald Physicians, a division of Cape Cod Healthcare's primary care service line and largest primary care group practice, with eleven offices Cape-wide.



Julie Badot ▶ jjbadot@capecodhealth.org

Cape Cod Healthcare, Inc.

ELECTRONIC MARKETING [Produced In-House]



HealthLINK: HARI Member Newsletter

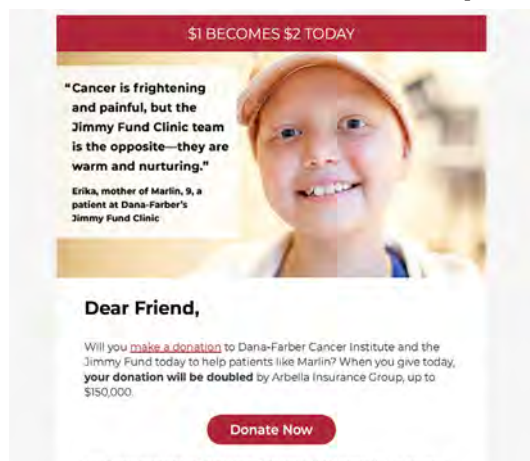
The marketing and communications team at the Hospital Association of Rhode Island unveiled a complete redesign of the Association's member newsletter in Summer 2018. The redesign is the product of a small in-house team effort. In two months, a graphically unattractive newsletter was transformed into an eye-catching public relations piece.



Kayla Mudge ▶ KaylaM@hari.org

Hospital Association of Rhode Island

ELECTRONIC MARKETING [Produced In-House]



Calendar Year-End Email Campaign

The nine-email Calendar Year-End (CYE) campaign supports Annual Giving fundraising at Dana-Farber Cancer Institute. This campaign features patients' photos and stories to motivate donors to support Dana-Farber's lifesaving mission.



Mary Kate Morrissey ▶ maryk_morrissey@dfci.harvard.edu

Dana-Farber Cancer Institute

CONTENT MARKETING [Agency Produced]



Health+ Content Marketing Program



Southcoast Health System's Health+ is an integrated content marketing program consisting of a blog-style website, print newsletter, social media posts and monthly e-newsletter. The program provides consumers with on-demand access to compelling patient success stories, video, health and wellness information, system news and advanced services, care givers and local events.

Paula Rosenberg Frey ▶ pfrey@glcdelivers.com

Southcoast Health with GLC-a marketing communications agency

CONTENT MARKETING [Agency Produced]

Six-Step Eating Plan for a Healthier Heart

Preventing the risk of heart problems starts with a healthy diet and eating the right foods in moderation. Here is a six-step plan to add the right kinds of food to your heart healthy diet.

Make half your plate fruits and vegetables

Include a variety of seven or more fruits and vegetables in your diet each day. Eat the colors of the rainbow!



Eat more whole grains

Include foods such as whole wheat bread, cereal, pasta and brown rice.

CMC NEHVI Native Ad with Article



EVR crafted "Six Heart-healthy Eating Tips You'll Love" in the form of an infographic that would be served via a native ad on targeted news websites. The informational graphic itself was simple in its geometric design, leveraging elements of CMC master brand design treatments, color palette, and eye-catching icons.

Mackenzie Fraser ▶ mackenzief@evradvertising.com

Catholic Medical Center with EVR Advertising

CONTENT MARKETING [Produced In-House]



2019 SmarteXp™ Pregnancy Content Enhancements



Recognizing important changes in the market, we enhanced our patient engagement product for pregnant moms to reflect the way millennials consume information, incorporating:

- A mobile-first approach for optimal viewing on handheld devices
- Streamlined, modern layouts for enhanced visual appeal
- Enhanced content design to increase engagement

Louise Honor ▶ louise.honor@ubicare.com

UbiCare

CONTENT MARKETING [Produced In-House]



Maine Woodworks: Our Social Enterprise

Maine Woodworks builds handcrafted cottage furniture, employing an integrated workforce of people with and without disabilities. As a self-sustaining social enterprise, we are showcasing both our beautiful furniture and our social mission: to break down barriers that limit opportunities for people with disabilities to lead productive and fully engaged lives.

Trish Brown ▶ pbrown@creativeworksystems.org



Creative Works

CONTENT MARKETING [Produced In-House]



Hartford HealthCare Content Integrations

The world of media has changed. And we welcome the disruption. Every day, we create relevant content that touches hearts and drives results. Today, media outlets are clamoring for our partnership and we are consistently producing unrivaled results.

Rebecca Stewart ▶ rebecca.stewart@hhchealth.org



Hartford HealthCare

CREATIVE(VISUAL) DESIGN & PHOTOGRAPHY DIVISION

PHOTOGRAPHY [Agency Produced]



Oncology Campaign Photography

In 2017, Signature Healthcare opened its new Greene Cancer Center in affiliation with Beth Israel Deaconess Medical Center. Our assignment in 2018 was to promote this new cancer center and Signature's cancer services with a compelling ad campaign. We needed to increase referrals from local physicians and grow patient volume.

Dan Dunlop ▶ ddunlop@jenningsco.com



Signature Healthcare with Jennings

PHOTOGRAPHY [Produced In-House]



Caring for our Communities

We're proud of our involvement in the community, and the care that we are able to provide to local and statewide sports teams of all ages. A unique photography project helped to show the broad range of sports and age groups who receive care from several of our specialties.



Amy Jose ▶ amy.jose@spectrumhcp.com

Spectrum Healthcare Partners

PHOTOGRAPHY [Produced In-House]



Lowell General Hospital Maternity Testimonial

Lowell General Hospital's Marketing and Public Relations team was challenged to create visually compelling photography on a limited budget to support maternity services. A custom photo shoot at a patient's house captured the warmth and joy of a new baby aimed to drive volume to the hospital's OB providers.



Kimberley Weaver ▶ Kimberley.Weaver@lowellgeneral.org

Lowell General Hospital

PHOTOGRAPHY [Produced In-House]



Augmented Reality Scope

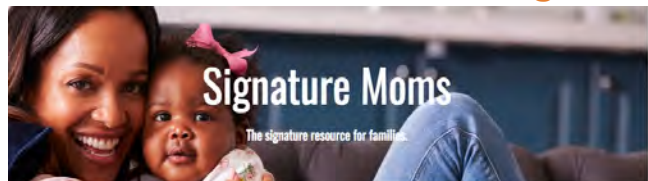
In the summer of 2018, UConn John Dempsey Hospital became the first in the nation to acquire a high-tech surgical microscope with new augmented reality digital imaging capabilities. A photo and communications were needed to highlight the microscope and detail the benefits it brings to UConn Health's practitioners and patients.



Chris Hyers ▶ christopher.hyers@uconn.edu

UConn Health

EXCELLENCE IN WRITING - Blog [Agency Produced]



Signature Moms

The signature resource for families

HOME ABOUT SIGNATURE MOMS OUR BLOGGERS SIGNATURE HEALTHCARE

ABOUT FLOATING HOSPITAL FOR CHILDREN

Mental Health Tip: Less Screen Time, More Family Time

Posted on October 4, 2018 by signaturehealthcarebroctonhospital

By: Jennifer Loneragan



Affiliated with
Beth Israel Deaconess
Medical Center

Blog Post: Mental Health Tip – Less Screen Time, More Family Time

In 2011, Signature Healthcare and Floating Hospital for Children launched their mommy blog. The blog is written by eight area moms who contribute posts on a monthly basis. This submission represents one of the blog posts from 2018 written by mommy blogger, Jennifer Loneragan, for mental health awareness week.



Dan Dunlop ► ddunlop@jenningsco.com

Signature Healthcare with Jennings

EXCELLENCE IN WRITING - Blog [Agency Produced]



LIVE WELL LAMOILLE

The Acorn Philosophy

By: Leah Hollenberger

A small dish of acorns sits on my kitchen windowsill. They are a symbol of hope and perseverance for me. Within each little acorn is a strong oak tree.



For me, acorns also represent a kernel of an idea that can grow into something meaningful; a kernel of truth that can bring about greater understanding.

"Self-care" is a big buzzword now, often used to promote pampering oneself or indulging on something. This acorn reminds me that self-care is necessary and basic: sunshine, water and the night soil is all the acorn needs to become a mighty oak. Self-care is getting enough sleep (7-8 hours a night), healthy eating (lots of vegetables, cooking at home, less processed food), exercising (preferably outside to get fresh air and sunshine), and spending time with people that make you happy. Doing these things on a daily basis is the foundation of self-care. Just as the acorn needs sunshine,



Welcome!

This Live Well Lamoille blog is a collaborative community effort. We hope you find this blog to be a valuable resource and use it to share information and encourage one another to make healthy choices.

Type here to search...

Follow Blog via Email

Enter your email address to follow this blog and receive notifications of new posts by email.

Email Address

Subscribe!

Recent Posts

What is Your New Year Resolution?
Support for Survivors of Suicide Loss
Chronic Pain: Another Challenge for Survivors

The Acorn Philosophy

Copley Hospital recognizes that in order to address population health, it will need to unite community and public health organizations in a shared effort. To that end, Copley launched a collaborative blog, bringing together community partners. "Live Well Lamoille" encourages residents of Lamoille County, Vermont to make healthy choices.



Kate Gillmer ► kgillmer@jenningsco.com

Copley Hospital with Jennings

EXCELLENCE IN WRITING - Blog [Agency Produced]



LIVE WELL LAMOILLE

Eating Healthy When Time Is Tight

By: Leah Hollenberger

Earlier this year, I attended a meeting that discussed food security in our community. Access to good, nutritious food is important because eating lots of fruits and vegetables can help prevent chronic conditions and diseases. Lots of numbers and statistics were shared at the meeting but one that jumped out was that 70% of Lamoille County residents don't eat the recommended daily 5-9 servings of fruits and vegetables.

Think about that. Out of 10 people, 7 of us do not eat the recommended daily 5-9 servings of fruits and vegetables. I say us because I admit I have had to work at getting 5-9 servings of fruits and vegetables into my meals every day.

Lamoille County has outstanding resources to increase access to food, so perhaps access is not the only issue preventing so many from eating the recommended servings. Perhaps it is a combination of access, budget, time, and awareness. In other words, sometimes it is a lack of time to cook, other times it is a lack of planning meals in advance (which helps save money), sometimes it is because we're eating out and not making good choices, and sometimes we're just trying to make a meal out of what is left in the refrigerator or pantry.



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Recent Posts

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Eating Healthy When Time is Tight

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Kate Gillmer ► kgillmer@jenningsco.com

Copley Hospital with Jennings

EXCELLENCE IN WRITING - Blog [Produced In-House]



CEO Blog Post to Staff About Ballot Initiative 1

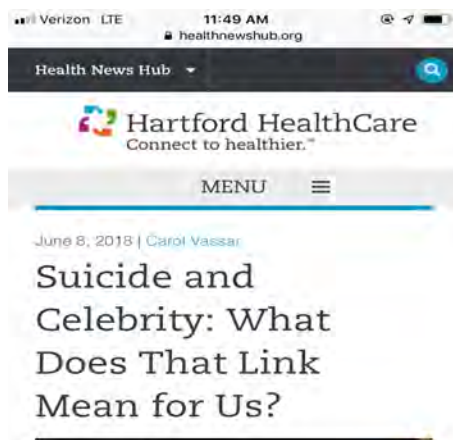
In 2018, the nursing union supported a ballot measure that would set firm nursing ratios for Massachusetts hospitals. While the initiative sounds good on the surface, it would cost hospitals millions and jeopardize care. Like many area hospitals, Signature Healthcare fought the ballot initiative with a campaign of its own.

Dan Dunlop ► ddunlop@jenningsco.com



Signature Healthcare

EXCELLENCE IN WRITING - Blog [Produced In-House]



Suicide and Celebrity: What Does That Link Mean for Us?

The dual celebrity suicides by Kate Spade and Anthony Bourdain - just days apart - caused alarm and concern in within the mental health community. This blog post was written as an evidence-based, consumer friendly and timely piece imploring those experiencing suicidal ideation to seek mental health services immediately.

Shawn Mawhiney ► Shawn.Mawhiney@hhchealth.org



Hartford HealthCare

EXCELLENCE IN WRITING - Blog [Produced In-House]



Aspirin and heart

We try to stay abreast of research announcements to give our community the latest information and trends. An article published in the *New England Journal of Medicine* detailed a study into the effect of aspirin on heart disease and we had one of our experts weigh in on the subject.

Susan McDonald ► Susan.mcdonald@hhchealth.org



Hartford HealthCare

EXCELLENCE IN WRITING - Other [Agency Produced]



Whittier Street Health Center Annual Report FY2018

The revamped annual report for Boston's Whittier Street Health Center mixes and matches storytelling techniques to captivate all readers. Patients' dignity and staff expertise take center stage, along with the methods and results of a revered community health leader.



Sarah Welch DeMayo ▶ sarah@vibrancycom.com

Whittier Street Health Center with Vibrancy Communications

EXCELLENCE IN WRITING - Other [Agency Produced]



Solomon McCown & Company for Atrius Health: Avoiding the emergency room through value-based care

After 20 business groups across Massachusetts announced the formation of a coalition to reduce health care costs by avoiding unnecessary emergency department visits, Solomon McCown inserted Atrius Health's thought leadership on this issue into the public dialogue through a strategically written and placed letter to the editor.



Sheridan Wachtel ▶ swachtel@solomonmccown.com

Atrius Health with Solomon McCown & Company

EXCELLENCE IN WRITING - Other [Agency Produced]



Atrius Health: Mass has Hospital Readmissions Problem

After attending the Massachusetts Health Policy Commission's annual Cost Trends Hearing, Solomon McCown identified an opportunity for Atrius Health to write an op-ed about solving the state's hospital readmissions issues, which we drafted and placed in Commonwealth Magazine.



Sheridan Wachtel ▶ swachtel@solomonmccown.com

Atrius Health with Solomon McCown & Company

EXCELLENCE IN WRITING - Other [Produced In-House]

**Dr. Muse Op-Ed Piece: The Nurse Staffing Ballot Question**

In 2018, the nursing union supported a ballot measure that would set firm nursing ratios for Massachusetts hospitals. While the initiative sounds good on the surface, it would cost hospitals millions and jeopardize care. Like many area hospitals, Signature Healthcare fought the ballot initiative with a campaign of its own.

Dan Dunlop ► ddunlop@jenningsco.com

Signature Healthcare

EXCELLENCE IN WRITING - Other [Produced In-House]

**A dying patient receives his last wish**

When staff on L+M Hospital's Oncology Unit learned that a much-loved patient with terminal cancer had taken a turn for the worse, they jumped into action to ensure his last big wish could be fulfilled.

Michael O'Farrell ► michael.ofarrell@lmhosp.org

Lawrence + Memorial Hospital

EXCELLENCE IN WRITING - Other [Produced In-House]



Hartford Health Behavioral Health

Connect to healthier.™

Fortnite article on the Hartford HealthCare Health News Hub

In response to the Fortnite craze, the Hartford HealthCare Behavioral Health Network published an article to educate parents about the game and the risks of video game addiction. The article eventually became the most read article on the HHC Health News Hub for 2018.

Amanda Nappi ► Amanda.Nappi@hhchealth.org

Hartford HealthCare Behavioral Health Network

EXCELLENCE IN WRITING - Feature Articles [Produced In-House]



Rushford Homeless Outreach: "Help for the Homeless"

A Hartford HealthCare communications specialist is embedded with Rushford's Homeless Outreach team to show the deep correlation between homelessness and mental health and substance abuse disorders, and to showcase the amazing staff that does the work connecting clients to vital services and permanent shelter.

Steve Coates ► Steve.coates@hhchealth.org



Hartford HealthCare

EXCELLENCE IN WRITING - Feature Articles [Produced In-House]



Babies at Speare

"After being turned away elsewhere, my daughter Megan had her baby at Speare Memorial yesterday," began the email. "That wasn't a great intro to Speare, but it all went up hill from there," the email continued. One phone call and several hours of interviewing later, a brand ambassador was born.

Kate Tarbox ► ktarbox@spearehospital.com



Speare Memorial Hospital

EXCELLENCE IN WRITING - Feature Articles [Produced In-House]

Hartford Health Behavioral Heal

Connect to healthier.™

Austin's story

In the midst of the nation's opioid crisis - with Connecticut ranking 10th in the number of opioid-related deaths per capita - we were searching for a meaningful way to acknowledge International Overdose Awareness Day. A riveting patient story was the answer.

Susan McDonald ► susan.mcdonald@hhchealth.org



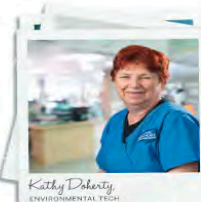
Hartford HealthCare

DESIGN - Printed Piece [Agency Produced]



Pay attention to detail

When you prevent an avoidable needle stick, that's being part of a culture of safety.



While cleaning a restroom in the ED, Kathy Doherty found a needle in the sanitary napkin dispenser. She used her Stop, Think, Act and Review training and correctly disposed of it before anyone was hurt. Great catch, Kathy.

Patient Safety Posters and Clings

In an assessment conducted by HPI, employees of Signature Healthcare were asked about the priorities of the hospital's leadership. Surprisingly, patient safety was low on the list of responses. This was stunning information. This entry represents components of phase three of the campaign to create a culture of safety.

Dan Dunlop ► ddunlop@jenningsco.com



Signature Healthcare with Jennings

DESIGN - Printed Piece [Agency Produced]



Maine Made Us

As a system, Eastern Maine Healthcare Systems was transforming our organization and launching a new brand, Northern Light Health. The creative campaign needed to generate awareness of EMHS' name change, and recognize Northern Light Health as one integrated system.

Jon Hutter ► jhutter@emhs.org



Northern Light Health with Karsh Hagen

DESIGN - Printed Piece [Agency Produced]



2018 Fact Sheet Infographic - NHHA

A leading voice in healthcare for our members and their patients, the NH Hospital Association felt the need to prioritize communications in support of our advocacy agenda, and develop a communications program that gave our members the ability to speak to key issues with tools that were creative and engaging.

Dan Dunlop ► ddunlop@jenningsco.com



New Hampshire Hospital Association with Jennings

DESIGN - Printed Piece [Produced In-House]



Hartford HealthCare Behavioral Health Network student art calendar

The Hartford HealthCare Behavioral Health Network (BHN) is Connecticut's leading providers of addiction and mental health services. The annual student art calendar has become a highly anticipated release over the years and helps to keep the BHN top-of-mind for facilitators who specialize in helping special needs students



Salvatore DiNino ▶ salvatore.dinino@hhchealth.org

Hartford HealthCare

DESIGN - Printed Piece [Produced In-House]



Harvard Medical School "Meet Chelsea" Appeal

Harvard Medical School's "Meet Chelsea" annual fund appeal called for the design of a photo-heavy, visually compelling self-mailer that captured a week in the life of an HMS student. The design needed to accommodate a personalized tear-off reply form, segment-specific gift amounts, and the inclusion of a return envelope.



Eliza Butts ▶ eliza_butts@hms.harvard.edu

Harvard Medical School

DESIGN - Printed Piece [Produced In-House]



Maine Woodworks Catalog

Maine Woodworks has a meaningful story to share. As a builder of handcrafted cottage furniture in the storied Maine tradition, employing an integrated workforce of people both with and without disabilities, our catalog showcases our social mission, our beautiful product, and aims to share our story with the world.



Trish Brown ▶ pbrown@creativeworksystems.org

Creative Works with Murphy Empire

DESIGN - Logo Design [Agency Produced]**Norwalk Hospital's 125 Anniversary Logo**

At the start of planning for Norwalk Hospital's 125th anniversary, there was interest in creating a commemorative logo to "mark" this milestone event. The logo would be a very important aspect of the 125th anniversary campaign and help unify all published pieces to create a cohesive, recognizable system.



Scott Orstad ▶ scott.orstad@wchn.org

Western Connecticut Health Network *with* Dakota Group

DESIGN - Logo Design [Agency Produced]**Rochester Regional Health - Next is Now Logo Design**

Rochester Regional Health's Next is Now logo was created to kickoff the Next is Now campaign. The Next is Now logo was designed to punctuate the impact of the phrase. The logo utilizes existing RRH brand colors, but the color blocking and font gives a high-tech and futuristic appearance.



Mackenzie Fraser ▶ mackenzief@evradvertising.com

Rochester Regional Health *with* EVR Advertising

DESIGN - Logo Design [Produced In-House]**Jimmy Fund 5K & Fun Run Logo Design**

The Jimmy Fund's newest event, the Jimmy Fund 5K & Fun Run, challenged designers to create a logo that both complimented the established family of logos and also showcased the uniqueness of the new event. The final creative became the center of marketing for the organization's most successful first-year event.



Mary Kate Morrissey ▶ maryk_morrissey@dfci.harvard.edu

Dana-Farber Cancer Institute

DESIGN - Logo Design [Produced In-House]



South Shore Health's New Logo

South Shore Health embarked on a rebranding effort in 2018 that included the complete overhaul of the organization's look and feel, starting with the logo. Having no budget for this project, our graphic designer developed more than 6,000 logo files to fit every need our colleagues would have, entirely in-house.

David Reilly ► dreilly2@southshorehealth.org



South Shore Health

DESIGN - Logo Design [Produced In-House]

Gaylord Sports Association
Connecticut Jammers Wheelchair
Rugby Team Logo

Gaylord Hospital – where patients recovering from severe illness and injury seek to regain lost mobility and function - needed a new logo for its Wheelchair Quad Rugby team. The goal: Create a visual program identity that feels as strong, capable, and tough as the athletes who play the game.

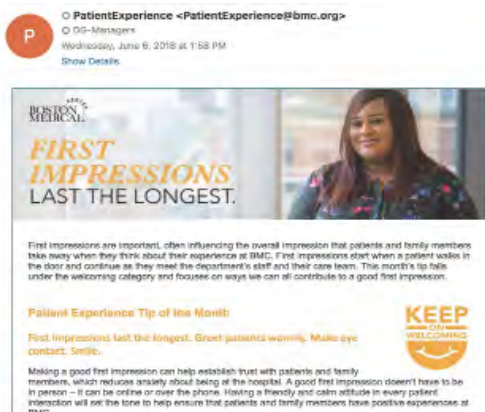
Kim Thompson ► kthompson@gaylord.org



Gaylord Specialty Healthcare

CAMPAIGN DIVISION

SOCIAL MEDIA [Agency Produced]

WCMG Social Media Physician Video
Campaign

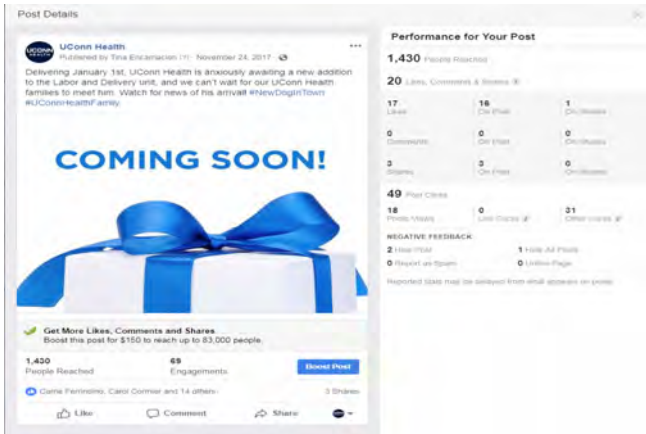
WCHN launched a social media video campaign to support their medical group primary care physicians. A series of humanizing physician videos ran as targeted social campaigns in communities in and around the physician's primary care practice.

Scott Orstad ► scott.orstad@wchn.org



Western Connecticut Health Network with Point Across Media

SOCIAL MEDIA [Produced In-House]



UConn Health Family and Jonathan Junior Facebook Campaign

The UConn Health internal marketing team devised the UConn Health Family Jonathan Junior Campaign to welcome expecting and prospective families to UConn Nation, and to promote the UConn Health Ob/Gyn practice as a friendly, family-like atmosphere for their birth experience.



Chris Hyers ► christopher.hyers@uconn.edu

UConn Health

SOCIAL MEDIA [Produced In-House]



Hartford HealthCare Femtouch Facebook campaign

Painful sex is one of the less pleasant side effects of menopause - and most women don't want to talk about it. Yet medical interventions can help. Helping women learn about their options in a direct yet sensitive manner is the focus of this Facebook campaign strategy.



Shawn Mawhiney ► Shawn.Mawhiney@hhchealth.org

Hartford HealthCare

SOCIAL MEDIA [Produced In-House]



Hartford HealthCare In-Depth podcast: Electricians for the Heart

The heart is a complicated part of the body, complete with its own electrical system. When the system short circuits, it can cause multiple health problems. Patient Andrew Pinkes and Hartford HealthCare experts are the focus of this Hartford HealthCare podcast, which explains the options for treating heart rhythm abnormalities.



Shawn Mawhiney ► Shawn.Mawhiney@hhchealth.org

Hartford HealthCare

PUBLIC RELATIONS [Agency Produced]

Solomon McCown & Company for
Atrius Health's 2017 Clinical and
Financial Successes

After navigating negative media coverage regarding its financial performance in 2015 and 2016, Atrius Health and Solomon McCown developed and executed a communications campaign to share the news of the organization's successful 2017, which included a \$56 million turnaround and clinical innovations that improved care for its 720,000 patients.

Sheridan Wachtel ► swachtel@solomonmccown.com

Atrius Health with Solomon McCown & Company

PUBLIC RELATIONS [Produced In-House]

Communicating "Think Possible":
Jillian's Story

Paralyzed in 2016, 26-year-old Jillian Harpin was chosen as "featured adaptive athlete" for Gaylord Specialty Healthcare's Gaylord Gauntlet 5k fundraiser that attracted 1,000 runners. A multi-pronged campaign centered around the Gauntlet created national and local buzz on how Gaylord helps people like Jillian "Think Possible" despite her spinal cord injury.

Kim Thompson ► kthompson@gaylord.org

Gaylord Specialty Healthcare

PUBLIC RELATIONS [Produced In-House]



Vote No Campaign



In 2018, the nursing union supported a ballot measure that would set firm nursing ratios for Massachusetts hospitals. While the initiative sounds good, it would cost hospitals millions and jeopardize care. Like many area hospitals, Signature Healthcare decided to fight the ballot initiative with a campaign of its own.

Dan Dunlop ► ddunlop@jenningsco.com

Signature Healthcare

PUBLIC RELATIONS [Produced In-House]



Reliant Moves

To educate thousands of patients and the community at large about five major service site relocations involving 70% of its workforce, Reliant Medical Group's in-house communications team implemented a multi-channel and highly integrated communications campaign aimed at ensuring patients knew where to find their trusted caregivers.



Linda Coccola ▶ linda.coccola@reliantmedicalgroup.org

Reliant Medical Group

PUBLIC RELATIONS [Produced In-House]



Tallwood Men's Health Center Content Marketing Campaign

When it comes to preventative healthcare, men on average do not routinely visit the doctor as often as women. It was clear that the paradigm needed to shift in not only how healthcare was provided to men, but how we would generate messaging to encourage men to see a doctor.



Tina Varona ▶ Tina.Varona@hhchealth.org

Hartford HealthCare

PROVIDER/EMPLOYEE, RETENTION AND REFERRAL GENERATION [Agency Produced]



Physician Video Campaign - Signature Healthcare

The Brockton market is highly competitive where 84% of the primary care physicians are employed by one of three major groups. The competition to attract and retain PCPs and the related patient panels has led to an unprecedented level of physician compensation, re-alignments and instability. This campaign addresses that challenge.



Dan Dunlop ▶ ddunlop@jenningsco.com

Signature Healthcare with Jennings

PROVIDER/EMPLOYEE, RETENTION AND REFERRAL GENERATION [Agency Produced]


**Provider
Recruitment
Campaign**

**Cooley Dickinson Health Care
Provider Recruitment Campaign**

Cooley Dickinson Health Care determined that provider recruitment would be the #1 organization priority in FY2018. In collaboration with our provider recruitment coordinators, the marketing & communications department engaged in a multi-pronged campaign effort to help achieve this goal, focusing on highly targeted audiences.

Tom Sturm ► tsturm@cooleydickinson.org



Cooley Dickinson Health Care with Communicators Group

PROVIDER/EMPLOYEE, RETENTION AND REFERRAL GENERATION [Produced In-House]


Centennial Employee Engagement

Southwestern Vermont Health Care aimed to leverage the celebration of their Centennial year to draw staff together with special events and commemorative logo apparel.

Ashley Brenon Jowett ► ashley.jowett@svhealthcare.org



Southwestern Vermont Health Care

MARKETING - Service Line [Agency Produced]



**Norwalk
Hospital**



With

MSK Physicians

**MSK Physicians at Norwalk Hospital
Launch Campaign**

Norwalk Hospital launched a cancer care collaboration with Memorial Sloan Kettering Cancer Center – one of the leading cancer hospitals in the nation. The collaboration, called MSK Physicians at Norwalk Hospital, integrates MSK medical and radiation oncologists and care practices with the existing cancer program.

Scott Orstad ► scott.orstad@wchn.org



Western Connecticut Health Network with Twist Marketing

MARKETING - **Service Line** [Agency Produced]**Cancer Campaign - Signature Healthcare**

In 2017, Signature Healthcare opened its new Greene Cancer Center in affiliation with Beth Israel Deaconess Medical Center. Our assignment in 2018 was to promote this new cancer center and Signature's cancer services with a compelling ad campaign. We needed to increase referrals from local physicians and grow patient volume.

Dan Dunlop ► ddunlop@jenningsco.com



Signature Healthcare with Jennings

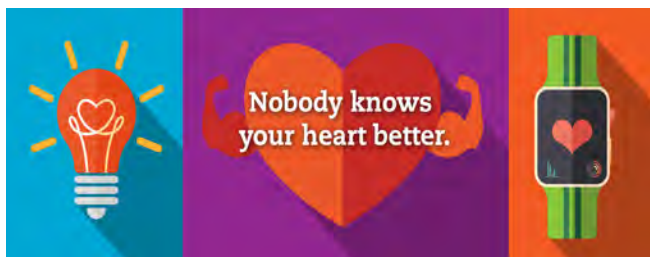
MARKETING - **Service Line** [Agency Produced]**Colorectal Screening Campaign**

Stamford Health's Marketing & Communications Department launched a digital and print campaign to generate patient volume for a new "Open Access" initiative for screening colonoscopies. The campaign encouraged prospective patients to skip the excuses and take colonoscopy off their To-Do List by requesting an appointment.

Melissa Weisstuch ► mweisstuch@stamhealth.org



Stamford Health with Aloysius Butler & Clark

MARKETING - **Service Line** [Agency Produced]**Hartford HealthCare Heart and Vascular Campaign: Nobody Knows Your Heart Better**

Heart and vascular care can be intimidating and hard to grasp. So we're using interesting facts as an easier, more accessible way in for consumers — and a way to connect to our impressive expertise and proof points. The results speak for themselves.

Daniel Small ► daniel.small@hhchealth.org



Hartford HealthCare with Adams and Knight

MARKETING - Service Line [Produced In-House]



Primary Care Marketing Campaign

To drive new patients to Newton-Wellesley's primary care physicians and build volume in our service area, the marketing team developed an integrated, multi-channel marketing campaign, targeting those in need of a PCP. As a result of the campaign, Newton-Wellesley brought in approximately 12,000 new primary care patients.



John Looney ► jflooney@partners.org

Newton-Wellesley Hospital

MARKETING - Service Line [Produced In-House]



Keeping Parents at Work & Kids in School

The GLFHC marketing team prepared a campaign to illustrate the value of School-Based Health Centers to parents in the community: specifically, how they "keep parents at work & kids in school."



We keep parents at work and kids in school.
 Mantenemos a los padres en el trabajo y a los niños en la escuela.

Beth Short ► bshort@glfhc.org

Greater Lawrence Family Health Center

MARKETING - Service Line [Produced In-House]



Cape Cod Healthcare - Women's Health Service Line: October Breast Cancer Awareness Month

Hereditary Cancer Risk Assessment is a key tool for breast cancer prevention offered at Cape Cod Healthcare. Our October Breast Cancer Awareness Month (BCAM) campaign tied awareness and education to this breast cancer risk screening, as a means to engage potential new patients and perhaps generate new patient volume.



Julie Badot ► jjbadot@capecodhealth.org

Cape Cod Healthcare, Inc.

MARKETING - Image/Branding [Agency Produced]**Rochester Regional Health - Next is Now Marketing Campaign**

Next is Now establishes the brand perception of Rochester Regional Health as a health system that is ahead of the curve in technology and patient care. The campaign launched in February 2018 with Super Bowl spots and continued with an agile digital buy that included Programmatic, Pandora, and Social Media.



Mackenzie Fraser ► mackenzief@evradvertising.com

Rochester Regional Health with EVR Advertising

MARKETING - Image/Branding [Produced In-House]**Southwestern Vermont Health Care Centennial Year**

A 100th anniversary comes around only once in a lifetime. Southwestern Vermont Health Care aimed to leverage the celebration of their Centennial year to enhance relationships and solidify its reputation as a source of quality care among all of their constituent groups in every corner of its service area.



Ashley Brenon Jowett ► ashley.jowett@svhealthcare.org

Southwestern Vermont Health Care

MARKETING - Image/Branding [Produced In-House]**You've Changed. So Have We.**

Beth Israel Deaconess Hospital-Plymouth's (BID-Plymouth) "You've changed—so have we" campaign focused on changing outdated perceptions of the hospital. We blended a recent national four-star quality award with high-profile patients to highlight that BID-Plymouth has grown and has come a long way so you [our patients] don't have to.



Christopher Smalley ► csmalley@bidplymouth.org

Beth Israel Deaconess Hospital-Plymouth

MARKETING - **Image/Branding** [Produced In-House]**Cape Cod Healthcare: February Heart Month**

This image campaign features the expertise, advanced technology and leading-edge services provided by the Heart and Vascular Institute at Cape Cod Healthcare. With expertise and innovative treatments usually expected at academic medical centers, this campaign focuses successfully on the image that we provide exceptional cardiovascular care, close to home.



Patricia Pronovost ► papronovost@capecodhealth.org

Cape Cod Healthcare

MARKETING - **Image/Branding** [Produced In-House]**Pain Management Centers Brand Awareness Campaign**

Real Pain. Real People. That was the tagline behind Dr. Kenneth Branton's Fall 2018 brand awareness campaign that was set forth to create more awareness of Dr. Branton as the expert of choice for pain management and his two pain management organizations in which he founded.



Shawn P. Middleton ► smiddleton@rcn.com

Pain Management Centers of New England/Pain Modulation Associates

HEALTH PROMOTION CAMPAIGN [Produced In-House]

**Hand Hygiene Superheroes**

Lowell General Hospital's Marketing and Public Relations team was challenged to find a new way to communicate the vital need for hand hygiene compliance throughout the organization. The team rose to the challenge, designing a multi-faceted campaign that helped raise the organization's hand hygiene rates by 4%.



Angela Strunk ► angela.strunk@lowellgeneral.org

Lowell General Hospital

HEALTH PROMOTION CAMPAIGN [Produced In-House]

**Lifesaving power
is in your hands.**

**Be a Lifesaver: Hands Only CPR**

The focus of this community campaign was to empower the public to learn hands-only CPR and take action if ever called to do so. The public is the first line of defense if someone has a cardiac event. Immediate, hands-only can triple a victim's chance of survival.



Rebecca Stewart ► rebecca.stewart@hhchealth.org

Hartford HealthCare

HEALTH PROMOTION CAMPAIGN [Produced In-House]**Mass General's Flu Shot Communications Campaign**

The single best way to avoid getting sick with seasonal flu and spreading the virus to others is to get the annual influenza vaccine. That's why Mass General introduced a new vaccination policy - to protect our most vulnerable community members and be a role model to all of our patients.



Colleen Delaney ► cdelaney5@partners.org

Massachusetts General Hospital

COMMUNITY RELATIONS EVENT [Agency Produced]**Healthy From Day One Community Relations Event**

For the launch of Healthy From Day One, Mason recommended a community wellness event be hosted at a local New Haven school. This event was for families in New Haven to come speak with Healthy from Day One and other resources while enjoying food and fun activities with their children.



Jordana George ► jgeorge@mason23.com

Healthy From Day One with Mason, Inc

COMMUNITY RELATIONS EVENT [Produced In-House]



A Century of Caring Exhibit

A 100th anniversary only comes around once in a lifetime. Southwestern Vermont Health Care (SVHC) marked the occasion and reaffirmed its brand identity and community relationships with a historical exhibit highlighting its long history as a community organization wrought in the principles of integrity and service.



Ashley Jowett ▶ ashleybrenon@gmail.com

Southwestern Vermont Health Care

COMMUNITY RELATIONS EVENT [Produced In-House]



Scrubby the Spectrum Schnauzer

We needed to find a better way to connect with the kids in our audience and increase their engagement with the message of becoming "healthy together" that we aim to promote.



Amy Jose ▶ amy.jose@spectrumhcp.com

Spectrum Healthcare Partners

COMMUNITY RELATIONS EVENT [Produced In-House]



CAPE COD HEALTHCARE

Women's Health Centers

Cuda Women's Health Center - Hyannis
Seifer Women's Health & Imaging Center - Falmouth

Cape Cod Healthcare - October Breast Cancer Awareness Month Open Houses

October Breast Cancer Awareness Month is an opportunity to educate our community about the importance of disease prevention. Cape Cod Healthcare's October 2018 campaign highlighted access to the advanced technology for breast cancer screening offered at our Women's Health Centers through two special open house events.



Julie Badot ▶ jjbadot@capecodhealth.org

Cape Cod Healthcare, Inc.

CAUSE/SOCIAL MARKETING [Agency Produced]

**Nurse Staffing Ratio Ballot Initiative:
NO on Question 1**

The Massachusetts Health & Hospital Association, Organization of Nurse Leaders and Coalition to Protect Patient Safety faced the daunting challenge of defeating a nurse staffing ratio Ballot Initiative proposing a simple “more nurses is good” message, but that in reality would have wreaked havoc on the entire Massachusetts healthcare system.

Catherine Bromberg ▶ cbromberg@mhalink.org

Massachusetts Health & Hospital Association *with* Dewey Square Group

CAUSE/SOCIAL MARKETING [Agency Produced]

**Vote No on Ballot Question 1:
Massachusetts Nurse Staffing Ratios
Campaign**

Solomon McCown & Company (SM&) lead communications for the “No on 1” campaign to defeat the mandated nurse staffing ballot question in 2018. Our multi-pronged strategy and clear messaging changed the dynamic of the race and delivered an overwhelming 40-point victory, helping to protect the entire Massachusetts health care system.

Sheridan Wachtel ▶ swachtel@solomonmccown.com

Massachusetts Health & Hospital Association *with* Solomon McCown & Company

CAUSE/SOCIAL MARKETING [Produced In-House]

**#UsToo: Raising Awareness of LGBTQ
Survivors by Fenway Health**

LGBTQ individuals experience disproportionate rates of sexual assault, however all too often their voices are left unheard, unacknowledged, and even invalidated. #UsToo is a statewide initiative from Fenway Health's Violence Recovery Program that aims to provide a critical life-line to survivors and reaffirm the fact that sexual violence affects everyone.

Jay LaMotte ▶ jlamotte@fenwayhealth.org

Fenway Health

CAUSE/SOCIAL MARKETING [Produced In-House]

**Maine Woodworks: Employing Adults with Disabilities**

Maine Woodworks builds handcrafted cottage furniture, employing an integrated workforce of people with and without disabilities. As a self-sustaining social enterprise, we are showcasing both our beautiful furniture and our social mission: to break down barriers that limit opportunities for people with disabilities to lead productive and fully engaged lives.



Trish Brown ▶ pbrown@creativeworksystems.org

Creative Works

CAUSE/SOCIAL MARKETING [Produced In-House]

**Be a Lifesaver: HANDS ONLY CPR**

The focus of this community campaign was to empower the public to learn hands-only CPR and take action if ever called to do so. The public is the first line of defense if someone has a cardiac event. More than 350,000 out-of-hospital cardiac arrests occur each year in the US.



Rebecca Stewart ▶ rebecca.stewart@hhchealth.org

Hartford HealthCare

CAUSE/SOCIAL MARKETING [Produced In-House]

**Hartford HealthCare Behavioral Health Network - Opioid crisis**

A new study found that Connecticut ranks 10th in overdose deaths per capita in the nation. Fewer than 10% of ER opioid patients received medications to treat their substance abuse. Only 10% of those overdose patients received counseling. Hartford HealthCare Behavioral Health Network is at the forefront of fighting addiction.



Shawn Mawhiney ▶ shawn.mawhiney@hhchealth.org

Hartford HealthCare

ADVERTISING - **Service Line** [Agency Produced]**CTMS Ad Campaign**

As the first academic medical center in New England to offer bottom surgery (neovaginoplasty), Boston Medical Center has provided specialized medical care to its transgender patients for decades. To stay top of mind within the medical community, BMC launched a three-month campaign promoting the Center for Transgender Medicine and Surgery.



Rochelle Reid ► rochelle.reid@bmc.org

Boston Medical Center with Small Army

ADVERTISING - **Service Line** [Agency Produced]**North Country Healthcare (NCH) "We Are NCH"- Service Line Launch**

In this Service Line campaign, North Country Healthcare (NCH) introduced the hero service lines from all 4 of the hospitals that make up the affiliation. This campaign also continued to promote NCH's brand promise and showcased to the community that they have come together and are stronger together.



Heather Lovett ► heather@seantracey.com

North Country Healthcare with Sean Tracey Associates

ADVERTISING - **Service Line** [Agency Produced]**FINDING A PRIMARY CARE DOCTOR IS EASIER THAN EVER.**

Stamford Health Medical Group believes primary care is important for keeping you and your loved ones healthy. With more than 130 primary care physicians and specialists across Fairfield County, we make it easy for you to find a doctor close to home. We offer flexible hours that fit your schedule, and we accept most health insurance plans.

To make an appointment, visit StamfordHealth.org/PrimaryCare or call 888.898.4876.



DARIEN • GREENWICH • NEW CANAAN • NORWALK • RIVERSIDE • STAMFORD • WILTON

Stamford Health Medical Group Primary Care Campaign

The Stamford Health Medical Group Primary Care campaign is an insights based integrated advertising campaign which focused on patient's key decision criteria of access and convenience. Objectives are: Build awareness of the Stamford Health Medical Group in our SSA, increase Primary Care patient volume and engagement vs. the previous year.



Karen Barnaby ► kbarnaby@stamhealth.org

Stamford Health with AB&C

ADVERTISING - Service Line [Produced In-House]



CONTINUITY. COMPASSION. CARE.

Hospice care with your doctor – and the largest hospice team on Cape Cod.

www.capecodhealth.org/vna-hospice

CAPE COD HEALTHCARE
VNA Hospice

Cape Cod Healthcare VNA Hospice

The VNA of Cape Cod Hospice program is an extension of the high-quality care provided by Cape Cod Healthcare. VNA provides a seamless transition of care for those facing terminal illness. What makes this campaign effective is the authenticity of the message, featuring our physicians, staff and patients' families.



Patricia Pronovost ▶ papronovost@capecodhealth.org

Cape Cod Healthcare

ADVERTISING - Service Line [Produced In-House]



Sometimes, the best gift does not come in a box.

This year, why not give your loved one the gift of independence? Independence at Home helps people remain at home, with the support they need to stay safe and healthier. Independence at Home offers:

- Personal care aides
- Homemakers/companions
- Service assistants
- Live-in caregivers
- Personal emergency response systems

You can trust our care meets the highest standards with our certified nursing assistants. And because we're part of Hartford HealthCare, we can connect you to other services, if needed. Call toll-free 888.863.2771.

Hartford HealthCare
Independence at Home
Connect to healthier.™

Independence at Home

This campaign sought to boost the amount of services offered through the Independence at Home division of Hartford HealthCare at Home.



Helayne Lightstone ▶ helayne.lightstone@hhchealth.org

Hartford HealthCare

ADVERTISING - Service Line [Produced In-House]



Dr. Jack Ross - Video: Single - Physician

This is the story of Dr. Jack Ross, a caring, compassionate and community-minded physician who has always been about putting his patients first. He is a physician who puts his heart and soul into the mission of providing care to the most vulnerable every day.



Tina Varona ▶ Tina.varona@hhchealth.org

Hartford HealthCare

ADVERTISING - Non-Service Line [Agency Produced]

2018 Patient Safety Campaign

In a safety assessment, employees of Signature Healthcare were asked about the priorities of the hospital's leadership. Surprisingly, patient safety was low on the list of their responses. This was a jolting revelation. This entry represents phase three of the campaign to create a culture of safety.



Dan Dunlop ► ddunlop@jenningsco.com

Signature Healthcare with Jennings

ADVERTISING - Non-Service Line [Produced In-House]

Hartford HealthCare Femtouch Facebook campaign

Painful sex is one of the less pleasant side effects of menopause - and most women don't want to talk about it. Yet medical interventions can help. Helping women learn about their options in a direct yet sensitive manner is the focus of this Facebook campaign strategy.



Carol Vassar ► carol.vassar@hhchealth.org

Hartford HealthCare

ADVERTISING - Image/Branding [Agency Produced]

Finding a Better Way

To make our bold vision for the hospital a reality and ensure success in a fiercely competitive market, we developed a revolutionary brand to serve as a rallying force for our organization and demonstrate to patients and consumers we are committed to redefining healthcare delivery by finding a better way.



John Looney ► jflooney@partners.org

Newton-Wellesley Hospital with Franklin Street Marketing

ADVERTISING - Image/Branding [Agency Produced]

The Hospital of Central Connecticut
Accessible Expertise Campaign

The Hospital of Central Connecticut broke back into the market with a major brand campaign showcasing the accessibility of its premier specialties and top experts.

Amanda Blaszyk ▶ amanda.blaszyk@hhchealth.org

Hartford HealthCare - The Hospital of Central Connecticut *with* Adams & Knight

ADVERTISING - Image/Branding [Agency Produced]

North Country Healthcare (NCH) "We
Are NCH"

North Country Healthcare is a new affiliation of four Northern New Hampshire Hospitals and one Home, Health and Hospice Agency that joined forces to provide better healthcare and cost efficiencies to its communities. Our goal was to leverage the brand equity of its individual affiliates to build the NCH brand.

Heather Lovett ▶ heather@seantracey.com

North Country Healthcare *with* Sean Tracey Associates

ADVERTISING - Image/Branding [Produced In-House]

We Are Falmouth Hospital - Cape Cod
Healthcare

Falmouth Hospital is more than a community safety net; it is a well-established gem in the Falmouth community. We featured our expert physicians, highly trained staff, the latest in treatments and technology in a multi-media campaign to reinforce Falmouth Hospital's reputation as providing dynamic, exceptional, personalized care, close to home.

Patricia Pronovost ▶ papronovost@capecodhealth.org

Cape Cod Healthcare